Design Course

Packaging and Label Design

Exploring Package Design and Label Design

by
Prof. Mandar Rane and Prof. Purba Joshi
IDC, IIT Bombay

Source:
https://www.dsource.in/course/packaging-and-label-design

1. Introduction
2. What is Packaging?
3. Paper as A Packaging Design Material
4. Learning by Doing
5. Exposure Visits
6. Understanding The Essentials of Packaging Design
7. Video
8. Contact Details

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Introduction

In this introductory course, we will explore package design and label design through hands-on assignments engaging students in multiple mini-design projects. In package design we will delve into the functional aspects of package design related to its structure, form, strength, material, safety, transportation, production, usage and environmental concerns. Simultaneously, in label design we will investigate the purpose of branding a product, need for aesthetic considerations; such as visual identity, image, typography, color and challenges in communicating product information unambiguously. Students will solve pre-defined problems and are expected to come up with original ideas. They will translate their concepts and sketches into actual-size, three dimensional prototypes to match industry standard packaging. This course is interdisciplinary in nature as a result faculty members from communication as well as product design are involved.

Who is this course meant for?
Anyone who is interested in building three dimensional forms, structure and information design, spatial visualisation.

Pre-requisites for this course:
• Knowledge of typography basics

• Knowledge of colour theory basics

• Familiarity with Adobe Illustrator, Auto Cad, Adobe Photoshop, Adobe InDesign

• Basic understanding of working with paper and corrugated sheets, paper-sculpting, paper-crafting, hands-on skills

Evaluation Criteria:
• Project outcomes
• Finishing and detailing
• Concept development in alignment with the brief

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https://www.dsource.in/course/packaging-and-label-design/what-packaging

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What is Packaging?

Oxford English Dictionary defines packaging as materials used to wrap or protect goods. It is also known as trade-dress. Fundamentally, at an utilitarian level packaging is indeed a covering, to protect the contents within from getting contaminated or lost in transportation. Sentimentally speaking however, packaging can convey a brand, a mood, several meanings as intended by the packaging designer through use of specific packaging materials (substrates such as paper, cardboard, aluminum etc), colours, typography, printing and manufacturing methods. Thus- packaging is mainly two things- **package design**- structural aspect of packaging and **label design**- visual aspect of packaging. These aspects perform two distinct functions and yet must always be considered together and not as separate entities.

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Paper as A Packaging Design Material

Why use paper as a material in introductory packaging design courses?

For the scope of the present course- we restrict ourselves to using paper as the material or substrate. The reasons being- paper is easily available, familiarity with the material, it can be moulded into any form, has variety of colours available and so on. We suggest using paper as a material in elementary packaging courses.

How is paper made?

Paper is made when the cellulose fibres from raw wood (held together by the natural glue lignin) are separated and reorganized. Raw wood is first turned into pulp comprising of cellulose wood fibers, lignin, water, and the chemicals used during the pulping process. Pulping can be achieved mechanically- using machines to grind wood chips into pulp or chemically also known as 'Kraft'. The mechanical method of grinding results in short fibres leading to weak paper- typically used for newsprint and other low-strength papers. Chemical pulping leads to longer cellulose fibres and thus stronger papers.

Huge machines spray the watery pulp mixture onto moving mesh screens to make a layered mat. The mat of pulp then goes through several processes to remove water and dry it out. Finally, the mat is run through heated rollers to squeeze out any remaining water and compressed into one continuous roll of paper. Depending on what type of paper is desired, the pulp mixture might need to be bleached to create whiter paper. Papermakers use a variety of chemicals to bleach pulp to the colour they want.

World over, wood pulp comes from softwood trees such as spruce, pine, fir, larch and hemlock, and hardwoods such as eucalyptus, aspen and birch. Bamboo, however is the major raw material for paper manufacturing in India as it is a fast growing grass and widely available. Other grasses, plants, fibres from cloth rags and recycled paper are also known to be used in the paper manufacturing process. High durability cellulose fibres from cotton are known to be used in manufacturing currency notes.

Paper making industry leaves a huge environmental footprint considering its use of harsh chemicals, need for large amounts of water, and the resulting contamination risks, as well as trees being used as the primary source of wood pulp.

Types of paper

The density of paper ranges from 250 kg/m3 (16 lb/cu ft) for tissue paper to 1,500 kg/m3 (94 lb/cu ft) for some speciality paper. Printing paper is about 800 kg/m3.

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Paper may be classified into seven categories:

- *Printing papers* of wide variety.
- *Wrapping papers* for the protection of goods and merchandise. This includes wax and kraft papers.
- *Writing papers* suitable for stationery requirements. This includes ledger, bank, and bond paper.
- *Blotting papers* containing little or no size.
- *Drawing papers* usually with rough surfaces used by artists and designers, including cartridge paper.
- *Handmade papers* including most decorative papers, Ingres papers, Japanese paper and tissues, all characterized by lack of grain direction.
- *Specialty papers* including cigarette paper, toilet tissue, and other industrial papers.

Sources:

- https://wonderopolis.org/wonder/how-do-you-make-paper-from-a-tree
- http://www.indianmirror.com/indian-industries/paper.html
- https://www.quora.com/What-kinds-of-trees-are-the-best-for-paper-making
- https://en.wikipedia.org/wiki/Papermaking
- https://en.wikipedia.org/wiki/Paper
- http://www.historyofpaper.net/

General-interest further reading, regarding use of paper in currency manufacture:

https://qz.com/837544/the-making-of-a-rupee-made-for-india-but-not-entirely-made-in-india/

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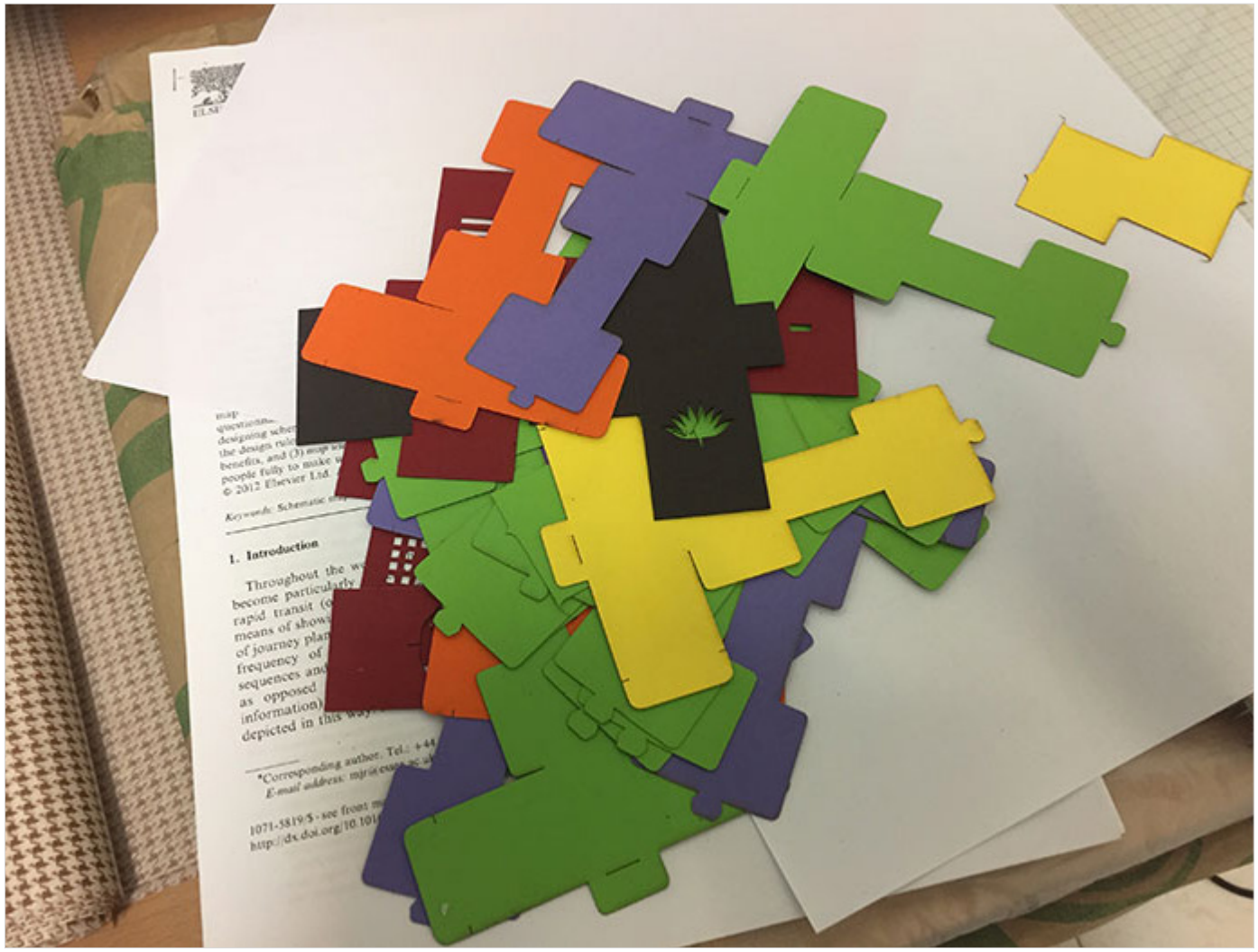

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Learning by Doing

Learning by doing: Assignments
Now that we have theoretically understood paper as a material, let's learn to work with it in a practical fashion. Let us begin with a few warm-up assignments. We will explore packaging- both structure as well as label, going forward.

Material and tool list
3M Scotch Tape
Pencils HB, 2B,(Any make)
Cutting Mat A3 Size
Small Size Cutter + Large Size Cutter (Get extra blades)
Nalanda Transparent Scale - 24 Inches
Double sided Red Tape, 0.5 inch (can be shared between two)
Creasing tool
Small scissors

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A1 Assignment

B1 Assignment

C1 Assignment

Solutions

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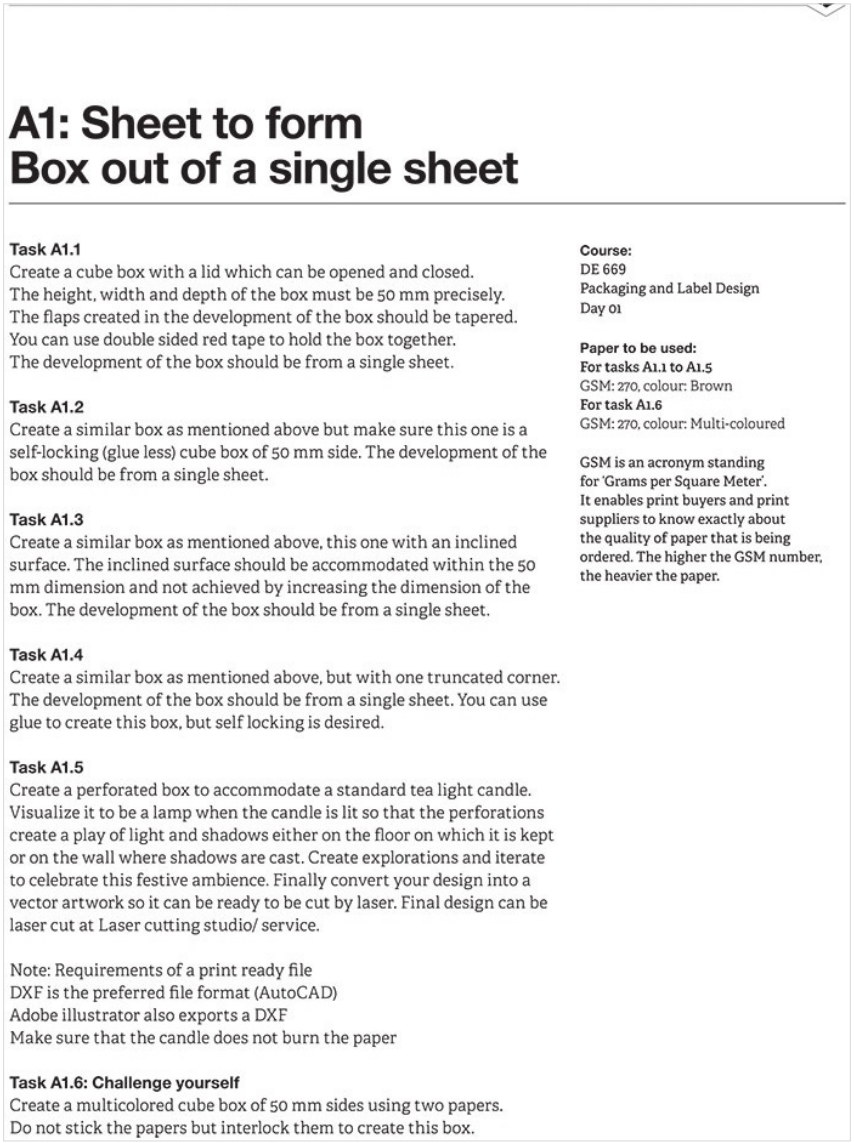
A1 Assignment



A1: Sheet to form Box out of a single sheet

Task A1.1
Create a cube box with a lid which can be opened and closed.
The height, width and depth of the box must be 50 mm precisely.
The flaps created in the development of the box should be tapered.
You can use double sided red tape to hold the box together.
The development of the box should be from a single sheet.

Task A1.2
Create a similar box as mentioned above but make sure this one is a self-locking (glue less) cube box of 50 mm side. The development of the box should be from a single sheet.

Task A1.3
Create a similar box as mentioned above, this one with an inclined surface. The inclined surface should be accommodated within the 50 mm dimension and not achieved by increasing the dimension of the box. The development of the box should be from a single sheet.

Task A1.4
Create a similar box as mentioned above, but with one truncated corner. The development of the box should be from a single sheet. You can use glue to create this box, but self locking is desired.

Task A1.5
Create a perforated box to accommodate a standard tea light candle. Visualize it to be a lamp when the candle is lit so that the perforations create a play of light and shadows either on the floor on which it is kept or on the wall where shadows are cast. Create explorations and iterate to celebrate this festive ambience. Finally convert your design into a vector artwork so it can be ready to be cut by laser. Final design can be laser cut at Laser cutting studio/ service.

Note: Requirements of a print ready file
DXF is the preferred file format (AutoCAD)
Adobe illustrator also exports a DXF
Make sure that the candle does not burn the paper

Task A1.6: Challenge yourself
Create a multicolored cube box of 50 mm sides using two papers.
Do not stick the papers but interlock them to create this box.

Course:
DE 669
Packaging and Label Design
Day 01

Paper to be used:
For tasks A1.1 to A1.5
GSM: 270, colour: Brown
For task A1.6
GSM: 270, colour: Multi-coloured

GSM is an acronym standing for 'Grams per Square Meter'. It enables print buyers and print suppliers to know exactly about the quality of paper that is being ordered. The higher the GSM number, the heavier the paper.

A1 Assignment Downloads:
- A1: Sheet to form Box out of a single sheet - pdf

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B1 Assignment

B1: Design packaging for a brand of chocolates named 'DARK'

Introduction:
Sunil is launching a new series of dark chocolates in the market. He plans to launch various flavours under the brand name DARK. Currently he has launched Dark with five flavours (suffix) with their respective taglines as mentioned below:

1. **DarkBIT** - Sweet Bitterness
2. **DarkORA** - Darkness of Orange
3. **DarkALM** - Roasted flavours
4. **DarkCSH** - Encash the cashews
5. **DarkF&N** - Fruity and nutty

Sunil had hired a designer to design the logo for the brand. The logos for each of these flavours are given below and the vector files for the same will be provided.

Task B1.1
Create an aesthetically pleasing package for the five flavours of the Brand, Dark. As a reference to design the packaging, the 'plaster of Paris' mock-up of the actual size of the chocolate will be provided to work with. Measure the dimensions of the chocolate from these pop mock-ups. In this stage B1.1 the packaging will be designed for single chocolates only.

The written content on the single chocolate will be as follows:
- **Ingredients:** Cocoa Powder, Sugar
- **Net weight:** 25 gms
- **Allergen Information:** Contains soya derivative and may contain milk

Task B1.2
Focus on creating an interesting form with gifting as a purpose. You can combine all the five flavours and derive the form. In this task the packaging has to be designed for all five flavours to be packed together.

Task B1.3
Focus on designing an experience that creates user involvement by interacting with the packaging. This will also be designed for the all the five flavours to be sold together, not as a single piece.

The written content on the group chocolates will be as follows:
- **Ingredients:** Cocoa Powder, Sugar, Hydrogenated Vegetable Oil, Cocoa solids, Emulsifiers (E322, E476 and Salt)
- **Net weight:** 150 gms
- **Allergen Information:** Contains soya derivative and may contain milk

Course Instructors:
Prof. Mandar Rane
Communication Design

Prof. Purba Joshi
Product Design
(on sabbatical, but will be a part of this course)

Pages in this document: 1

Refer dropbox for vector files
Dark Chocolate Logos for each flavour:

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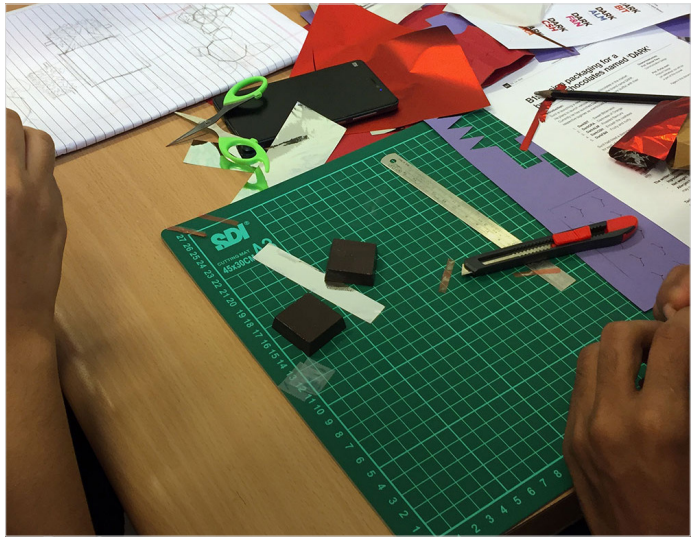
B1 Assignment Downloads:

- B1: Design Packaging for a Brand of Chocolates named 'DARK' - pdf

- Dark Source Files for Downloads

Chocolate Packaging Process:



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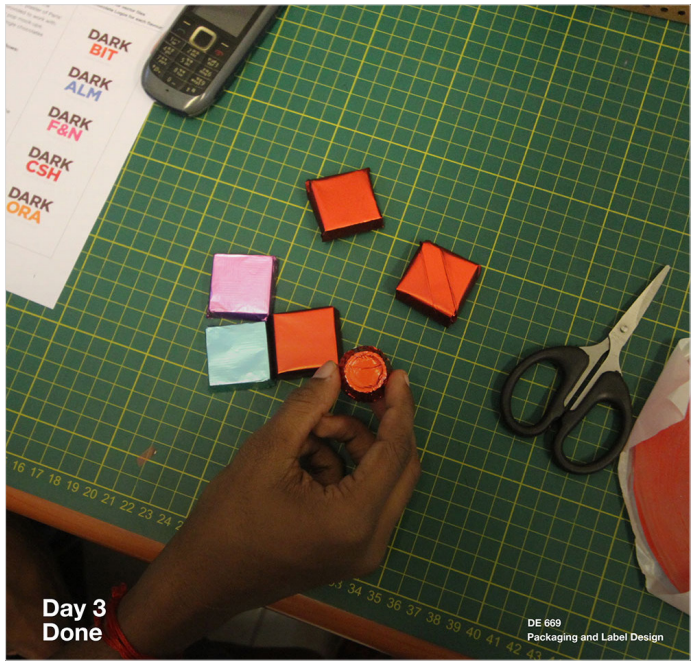

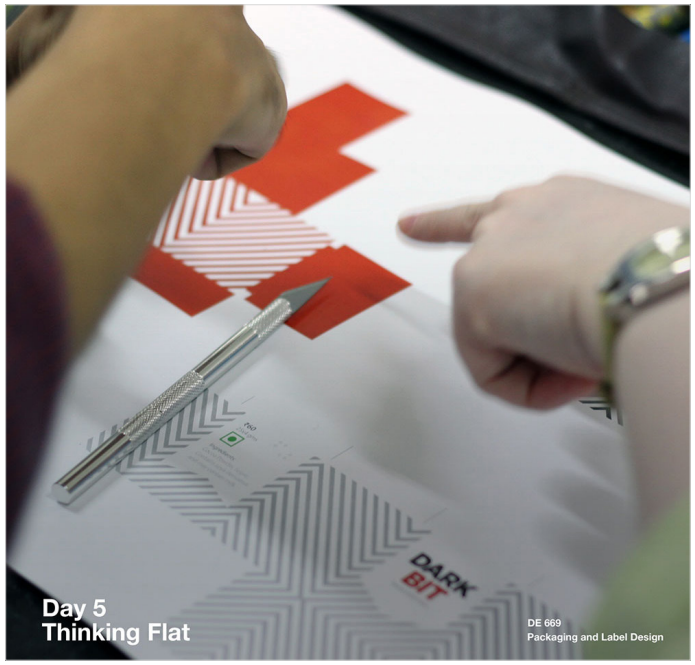

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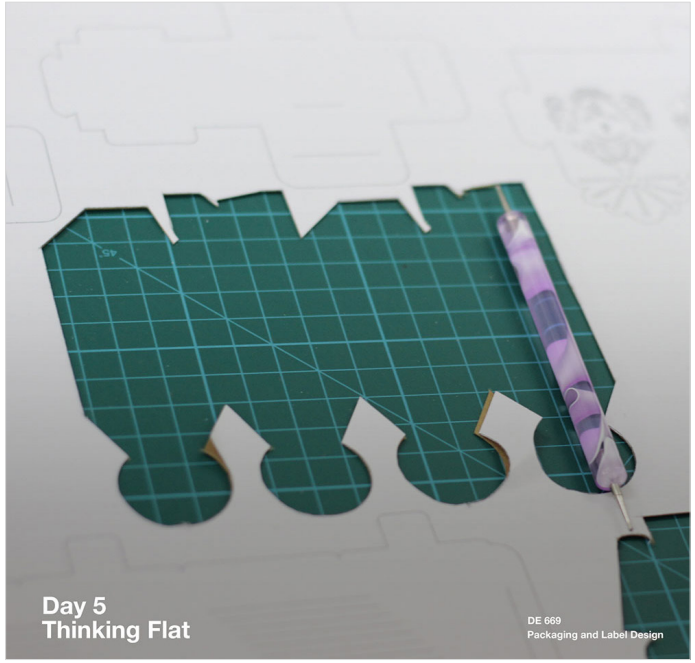

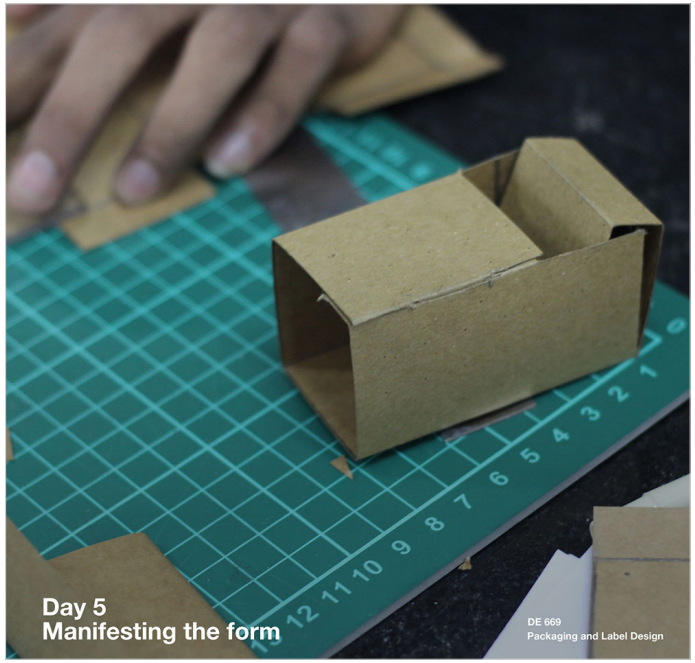

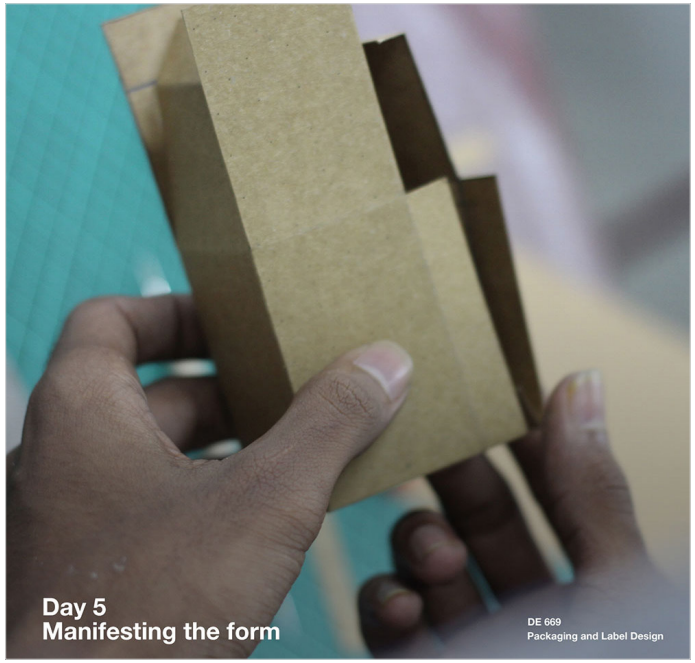

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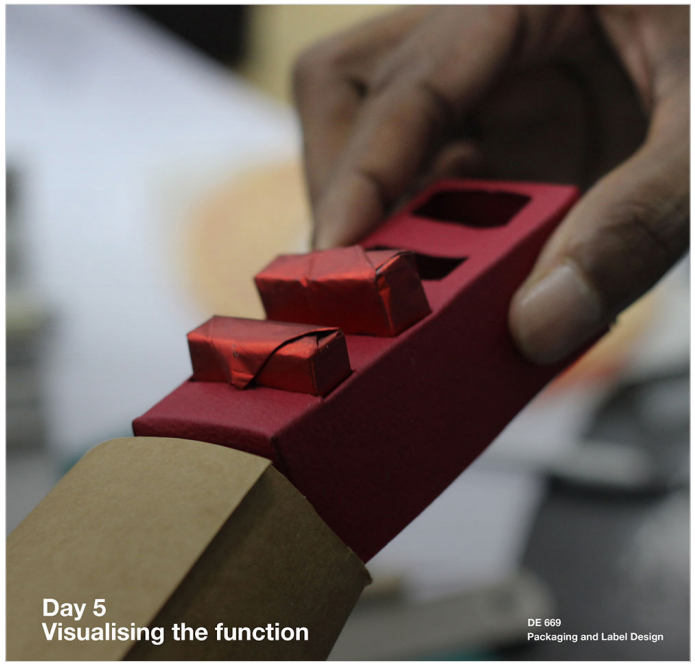

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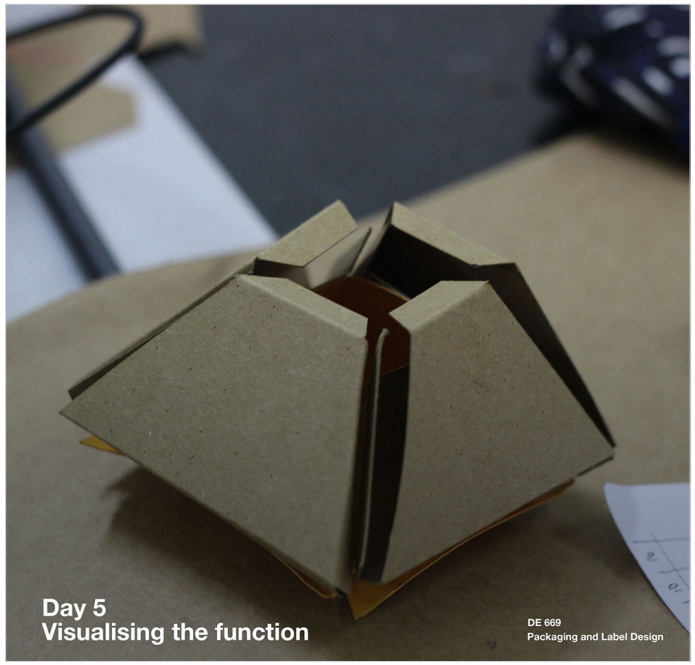

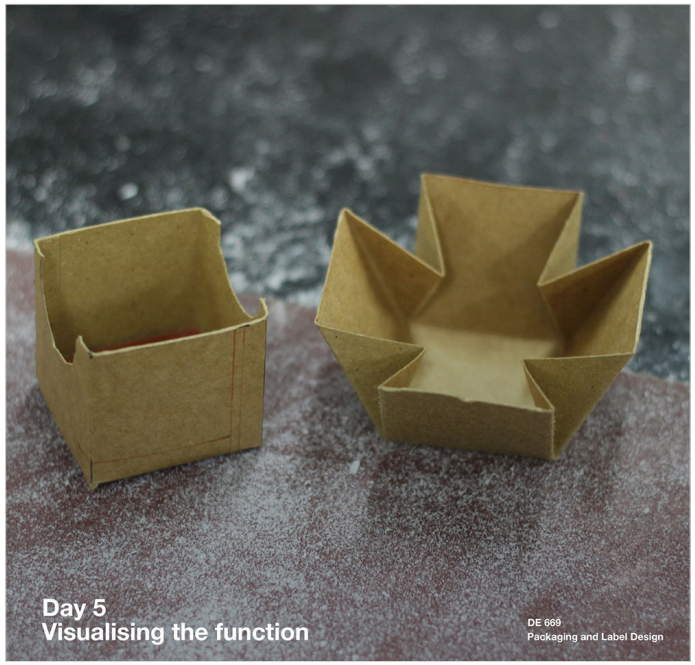

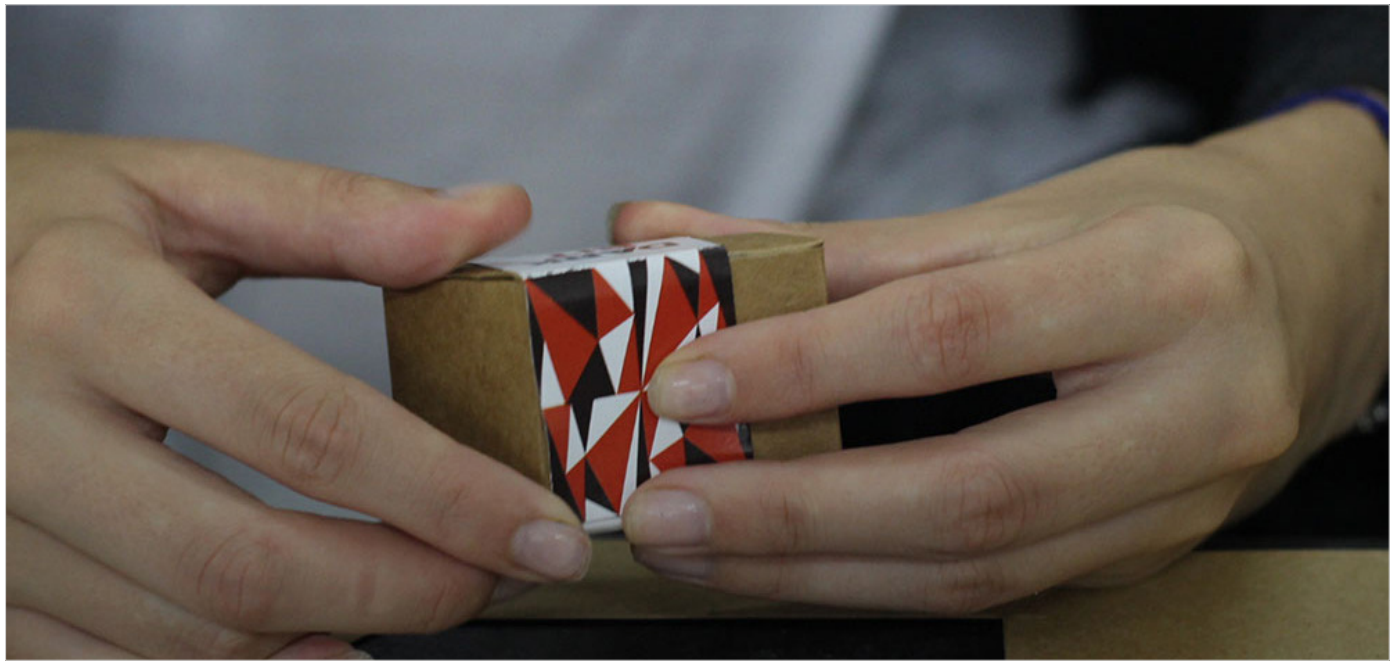

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C1 Assignment

Shken: Packaging Design and branding for Shken moulds

About Shken and Syntein production centre:
Shken is a social enterprise which brings together craftsmen to create a community and organise the handicraft sector keeping in mind the benefit for the craftsmen. In this context shken is planning a production centre at syntein (SPC) Syntein Production Centre, in the village: Mawkaphan, block – Mawsynram, Meghalaya. Amongst the cluster of five villages, only Mawkaphan village has access to motorable road. Of the 200 families comprising the village nearly 70 families are involved in bamboo crafts. The center is envisaged to be a craft collective where craftsmen from the village will create products to be transported in bulk to Metro cities by identifying young local entrepreneurs from Meghalaya. Satisfying a bulk order for handicrafts products is time consuming, strenuous, labour intensive and a skilled job as each product is created by hand. Therefore, these products lack standardization and inconsistency in shape, size and form, creating hurdles in effective transportation and at times rejection due to lack of precision and finishing. Identifying this problem product designers have designed new products which are created using moulds. These moulds help craftsmen build products faster and with precision in lesser time.

Packaging challenge:
These moulds need a packaging design solution which is low cost and easy in transport as it has to be transported at various production centers in villages across Meghalaya. You are expected to design the structure of the package, so that the mould can be transported safely without any damage.

Communication challenge:
Some of the moulds used for the products are transported in a collapsed state (flat) and need to be reassembled at the venue. The craftsmen have to be trained for this assembly of the mould or it would affect the final shape of the product shape or size leading to inconsistency in production. The craftsmen speak their local language and are not familiar with English

Course Instructors:
Prof. Mandar Rane
Communication Design
Expertise - Graphics

Prof. Purba Joshi
Product Design
Expertise - Structure

SHKEN.IN
CRAFT • COMMUNITY • COLLECTIVES

Shken logo and Tagline:
Vector artwork will be provided

C1 Assignment Downloads:
• Shken: Packaging Design and Branding for Shken Moulds - pdf

Design Course

Packaging and Label Design

Exploring Package Design and Label Design

by

Prof. Mandar Rane and Prof. Purba Joshi
IDC, IIT Bombay

Source:
https://www.dsource.in/course/packaging-and-label-design/learning-doing/solutions

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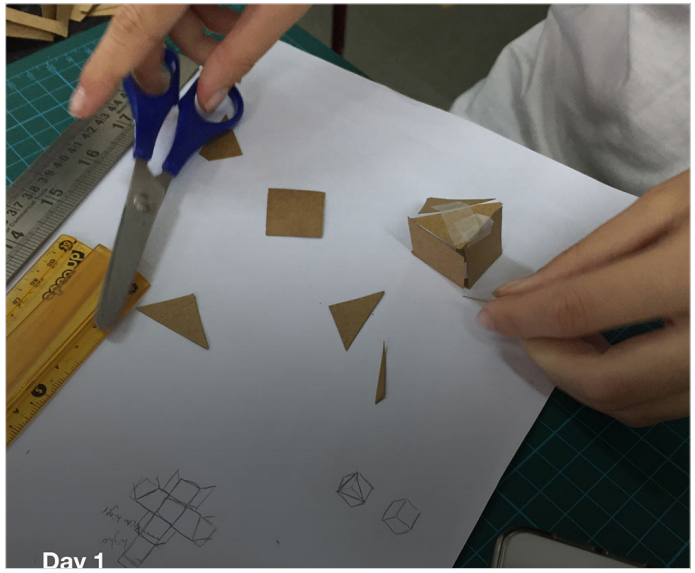
6. Understanding The Essentials of Packaging Design
7. Video
8. Contact Details

Solutions

A1 Solutions
Boxes:



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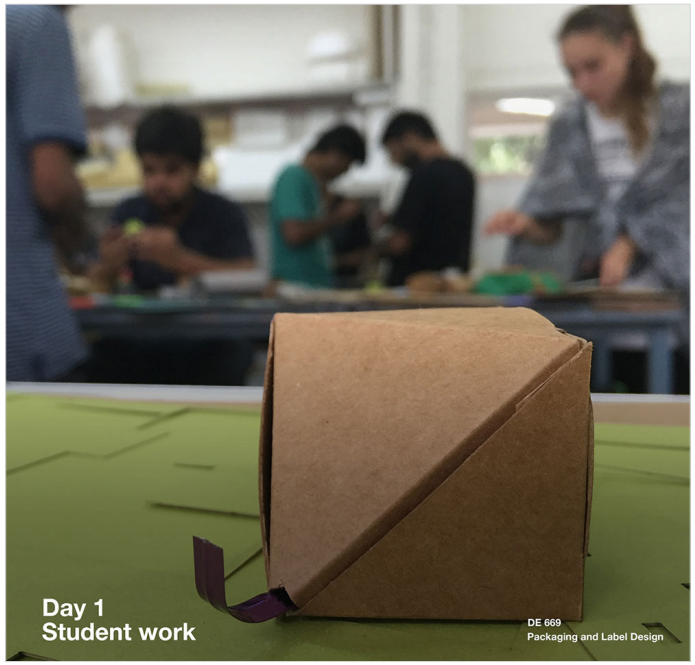

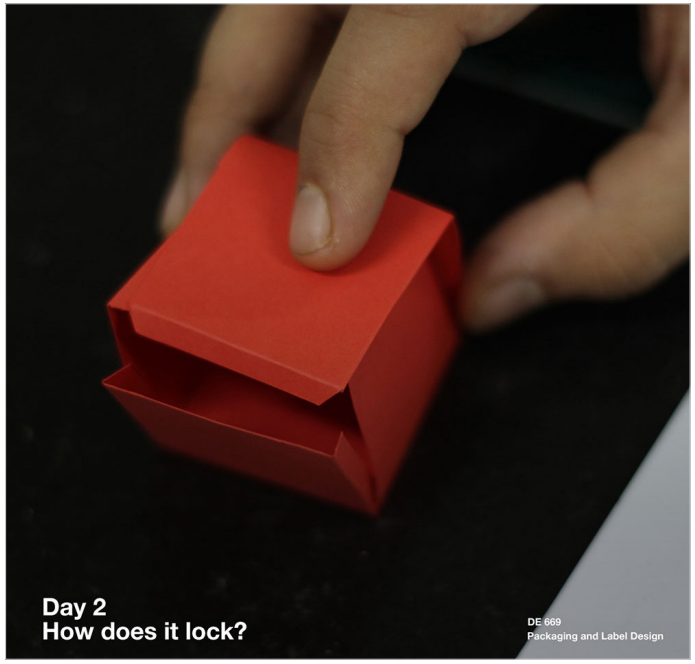

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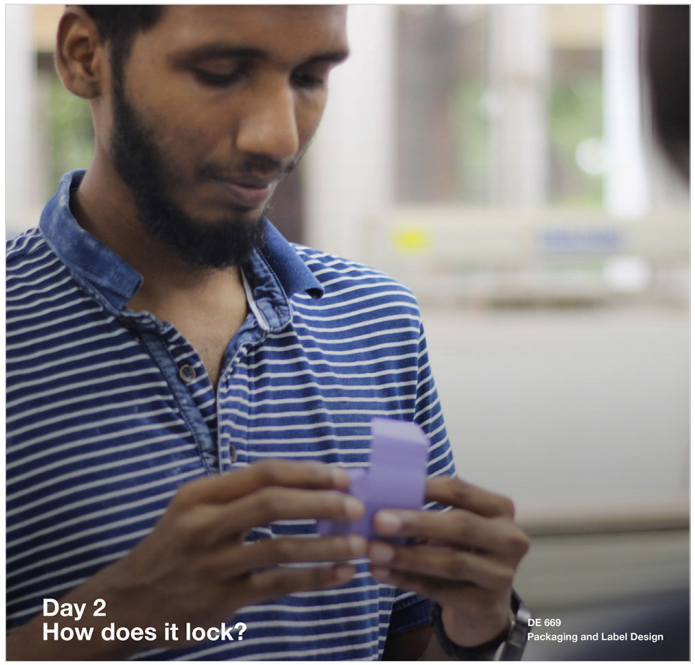

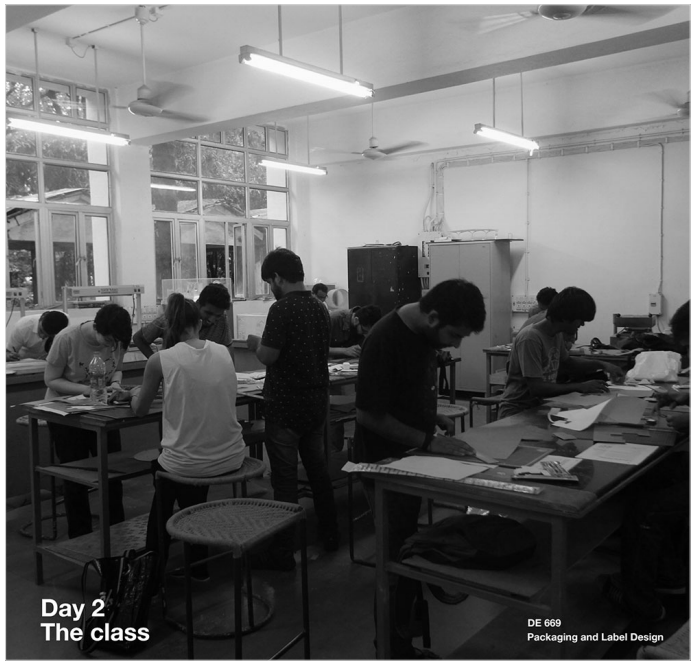

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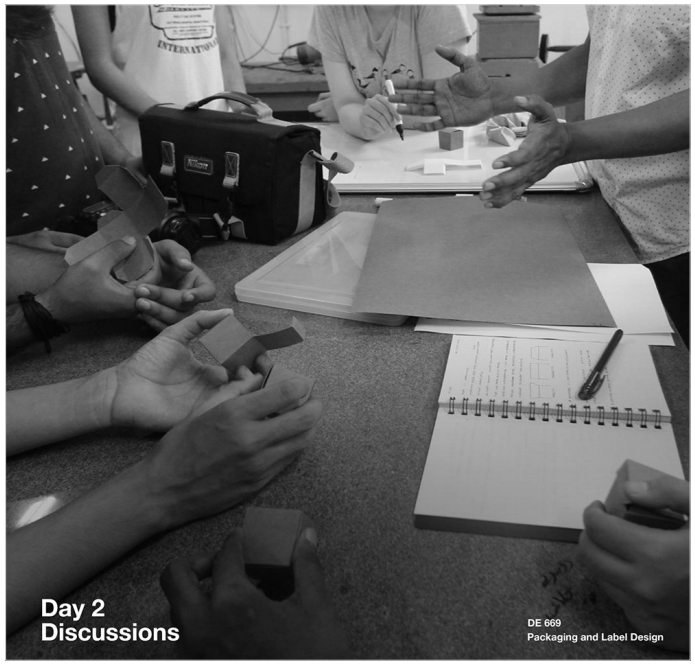

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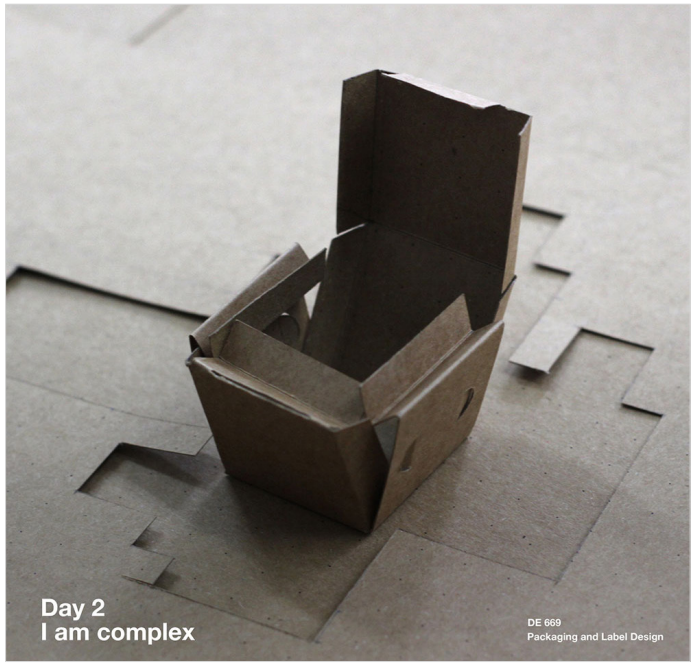

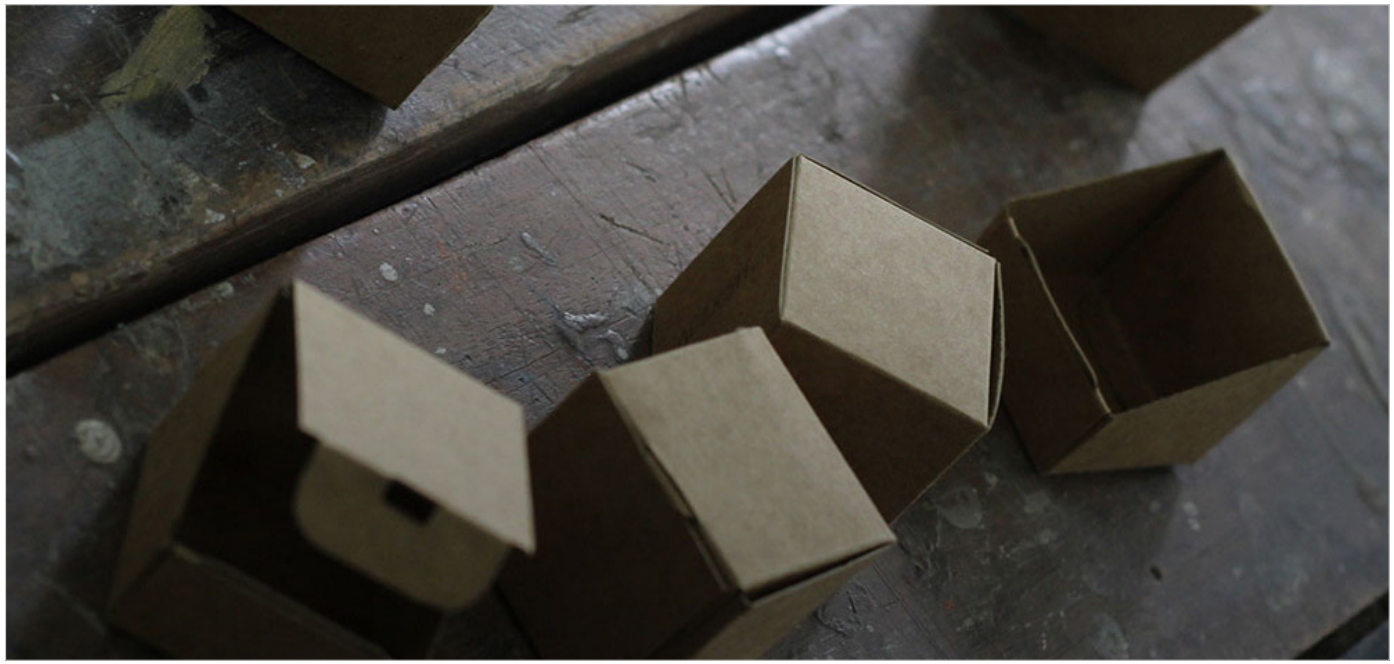

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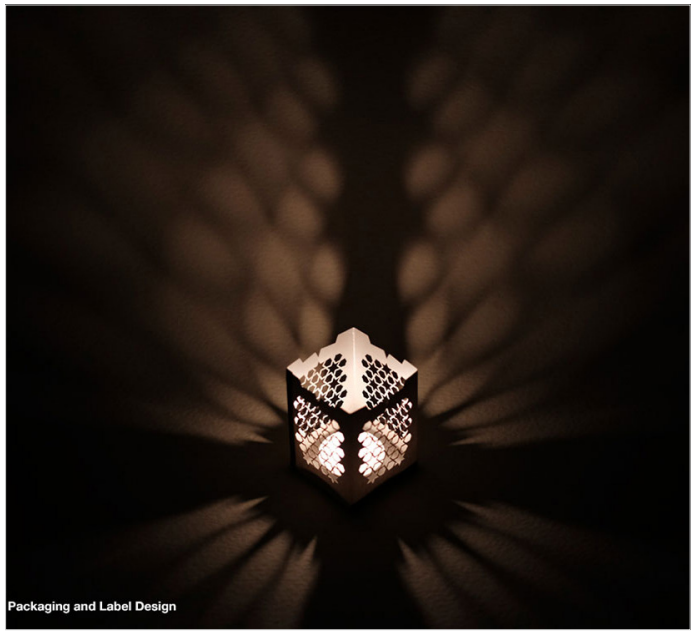

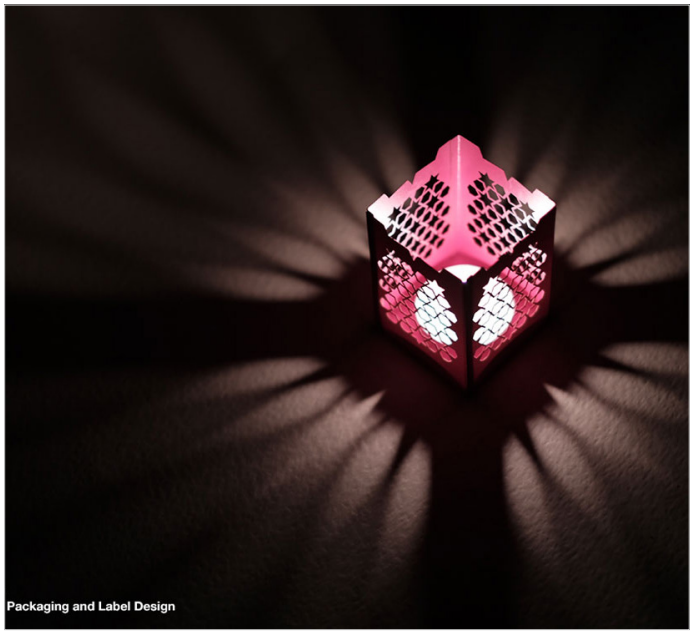

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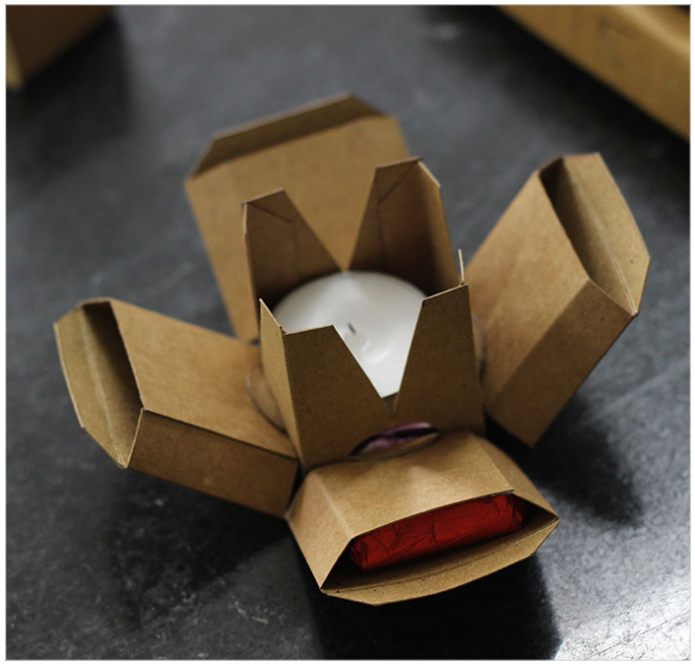

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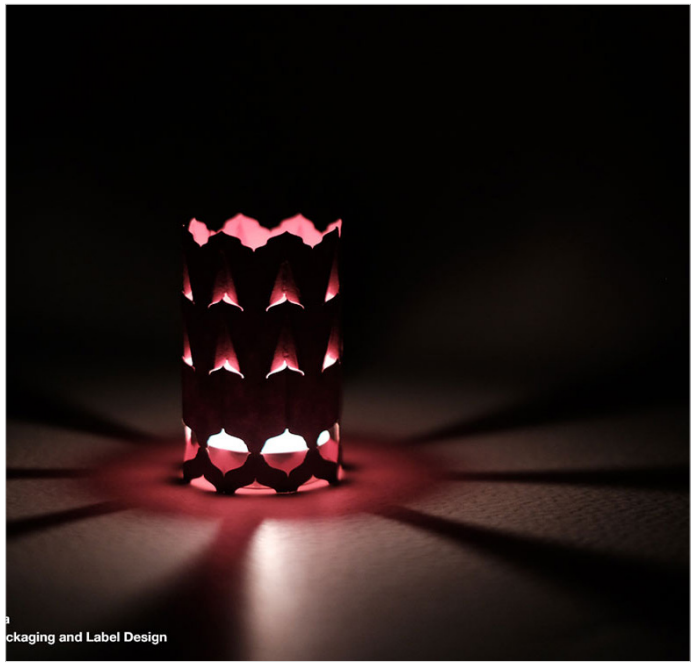

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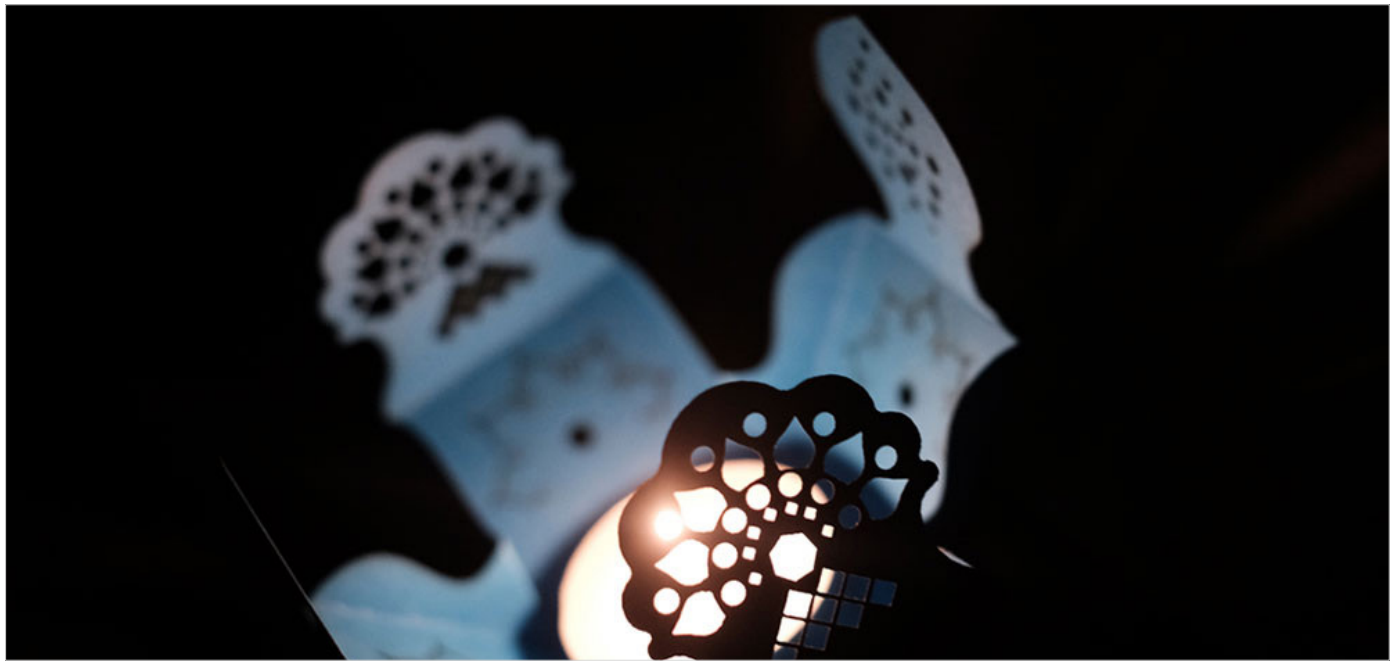

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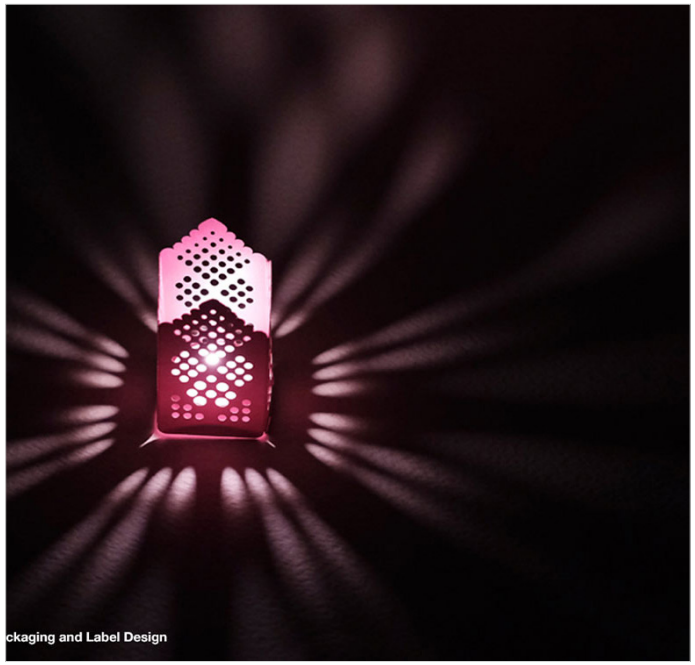

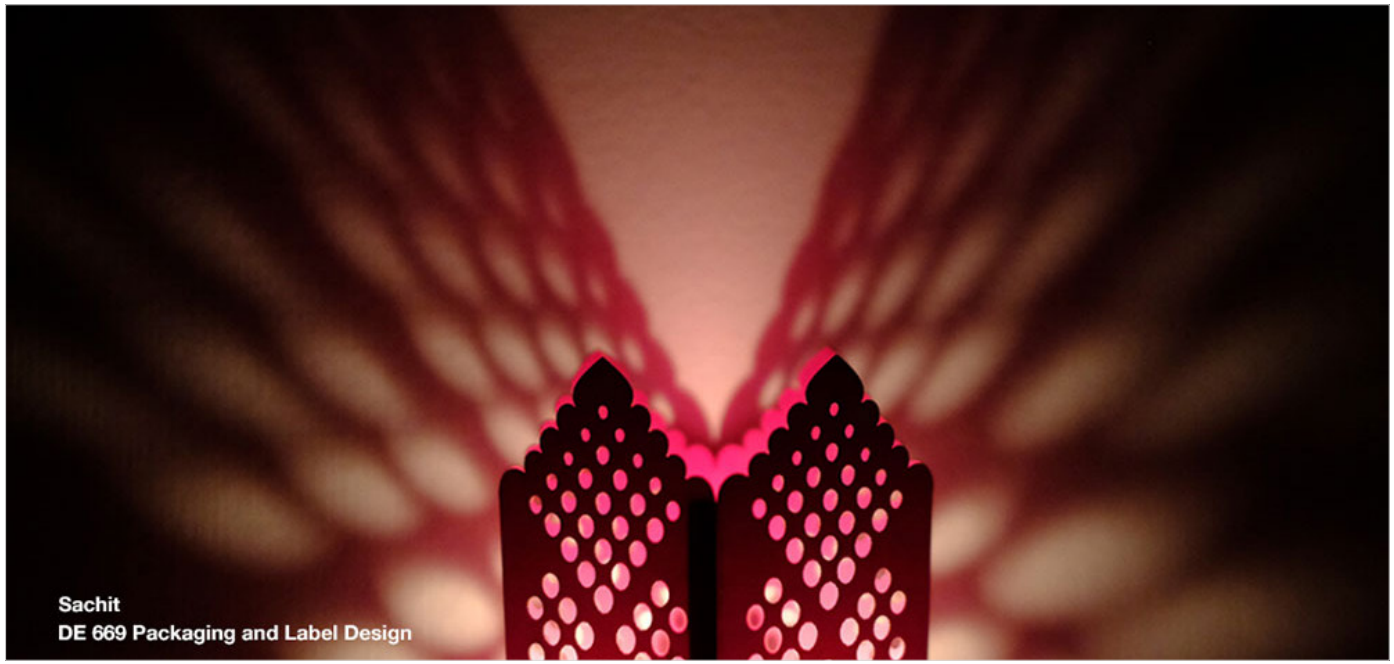

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B1 Solutions
Final Output:
Adersh Sreedharan and Juwin Thomas

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Arun Shah and Sachit Shyam

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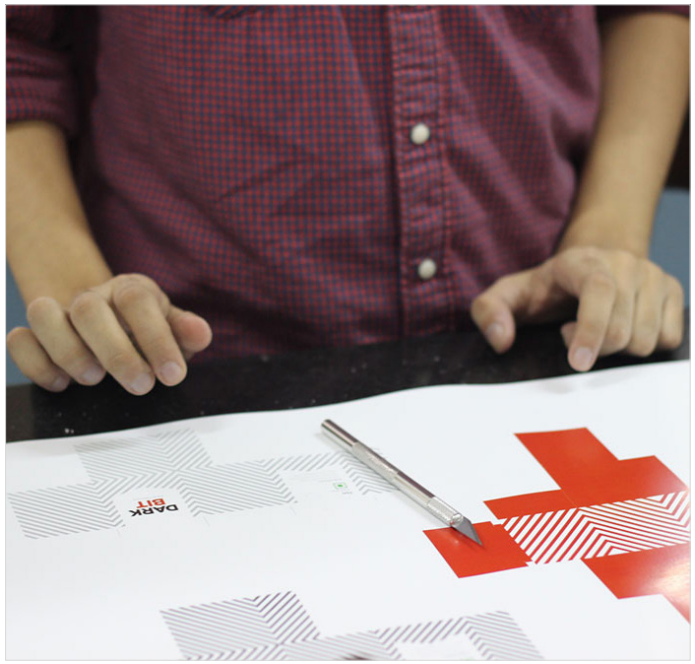

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Ashika Singh

Interactive pack - Ashika Singh

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Aswin S.

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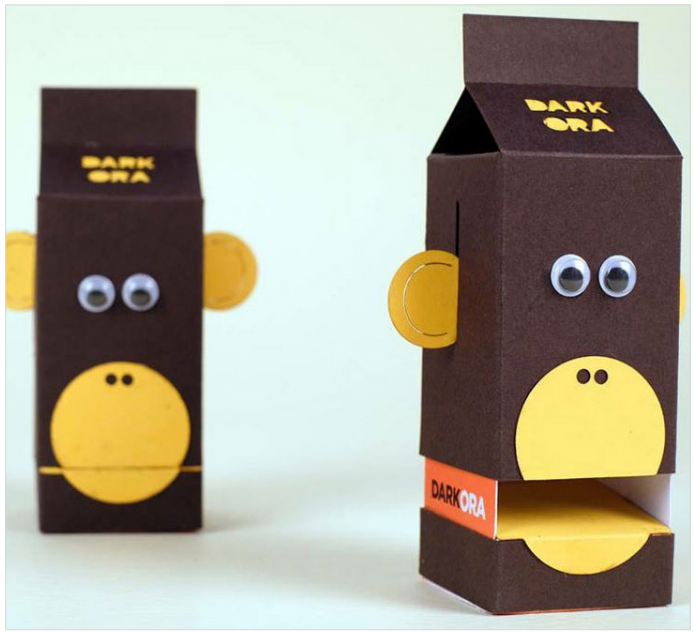
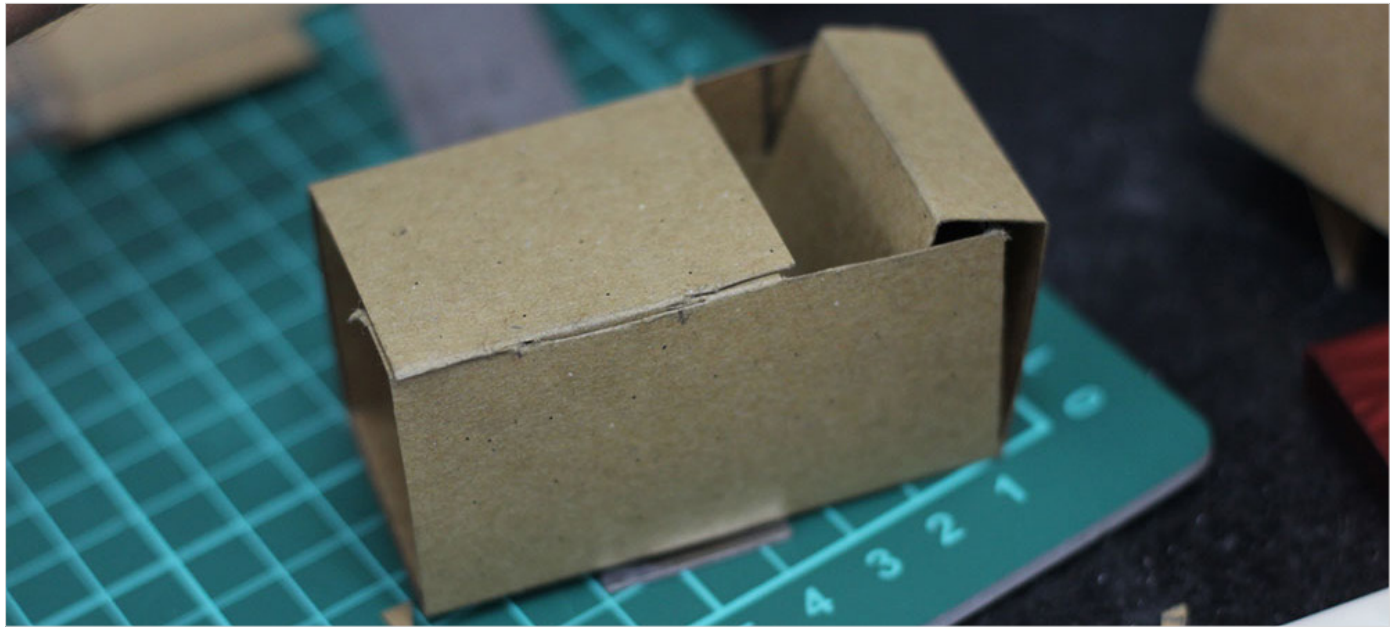
Kalagouda Patil





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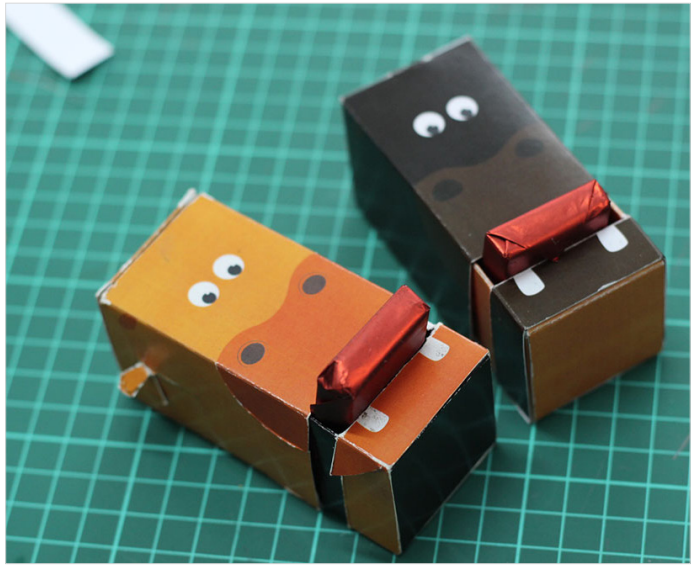

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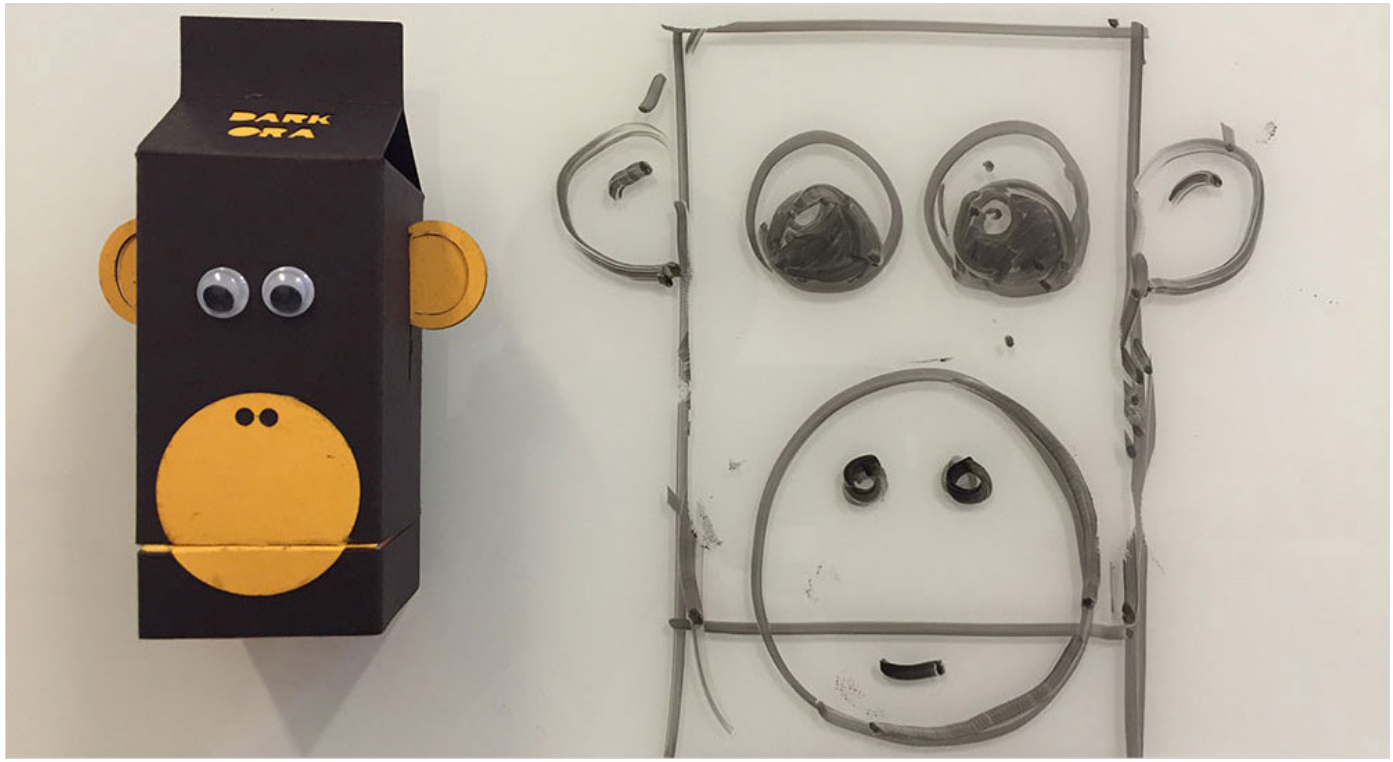

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Laura Maria Beutner

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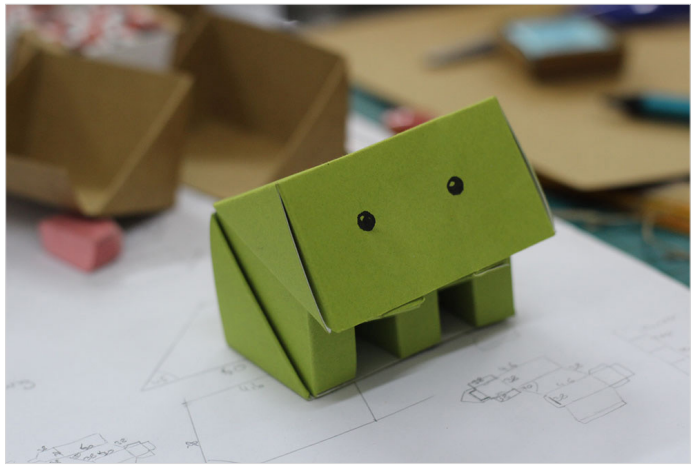

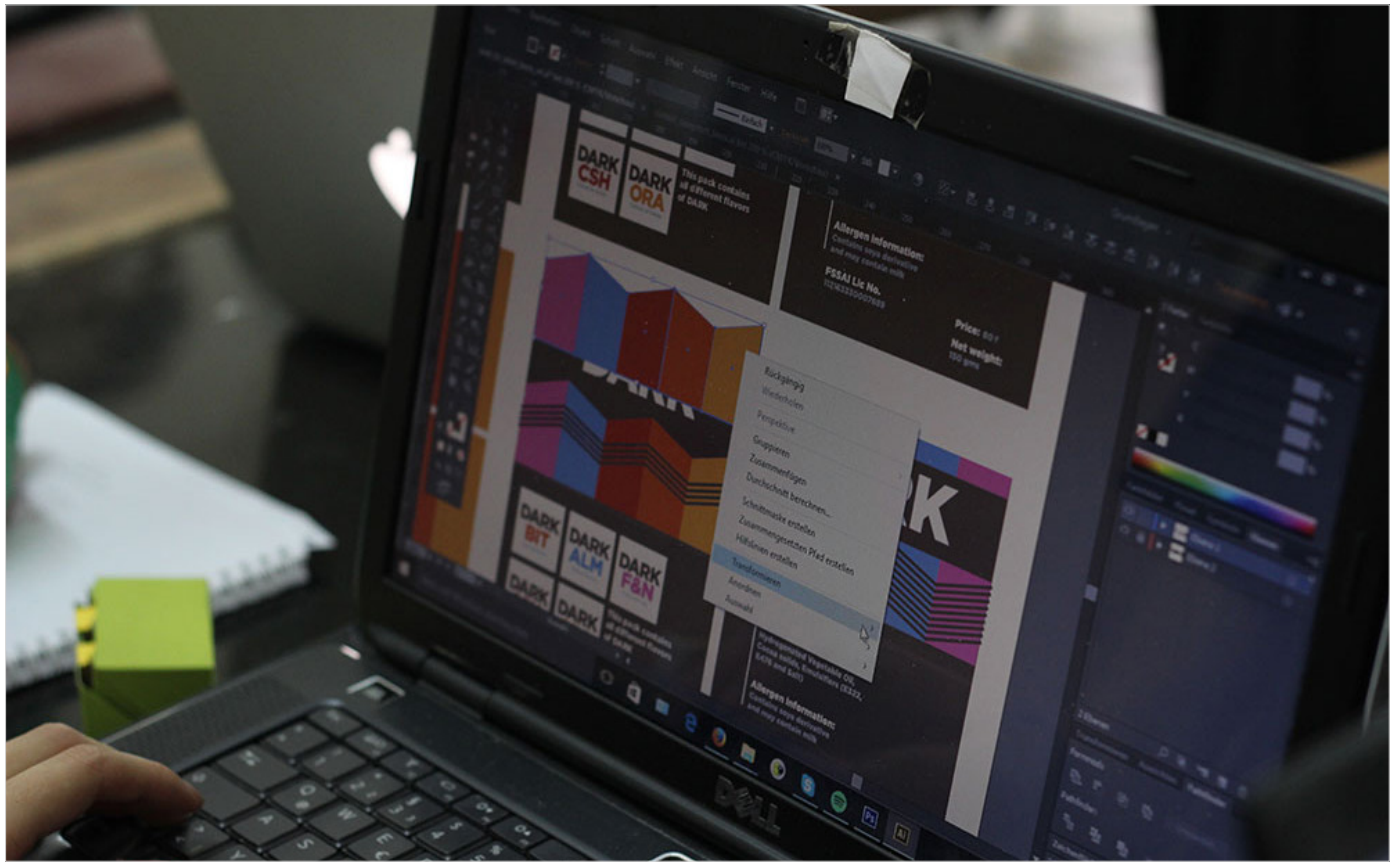

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Manish Kumar

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DARK ALM
Ingredients: Cocoa Powder, Sugar, Hydrogenated Vegetable oil, Cocoa solids, Emulsifiers (E322, E476 and Soy)
Allergen Information:
Contain Soya derivatives
and may contain Milk
Net Weight: 150 gms

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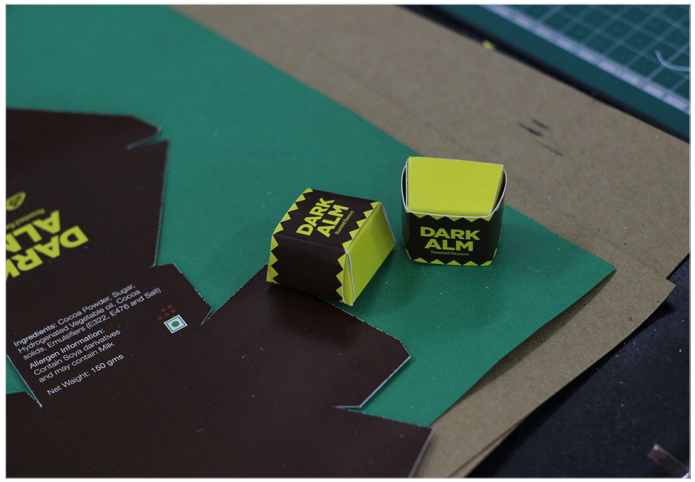

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Nishith Parikh

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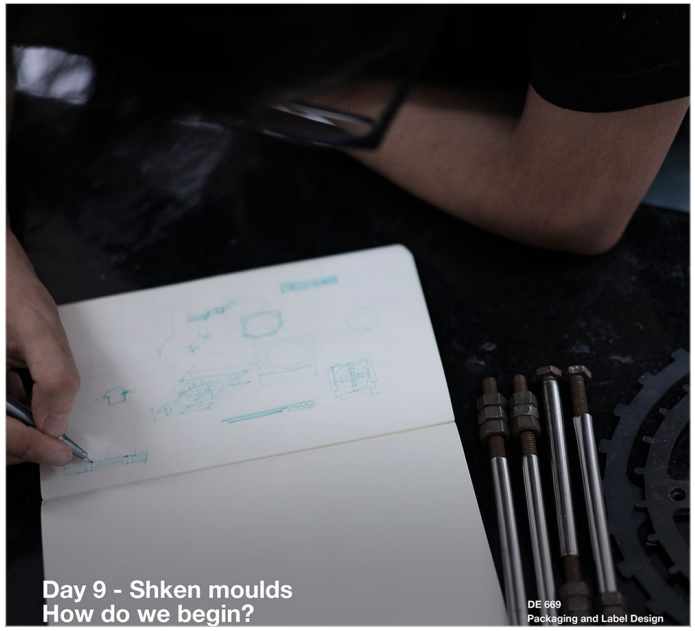
C1 Solutions



Design Course

Packaging and Label Design

Exploring Package Design and Label Design

by
Prof. Mandar Rane and Prof. Purba Joshi
IDC, IIT Bombay

Source:
https://www.dsource.in/course/packaging-and-label-design/learning-doing/solutions

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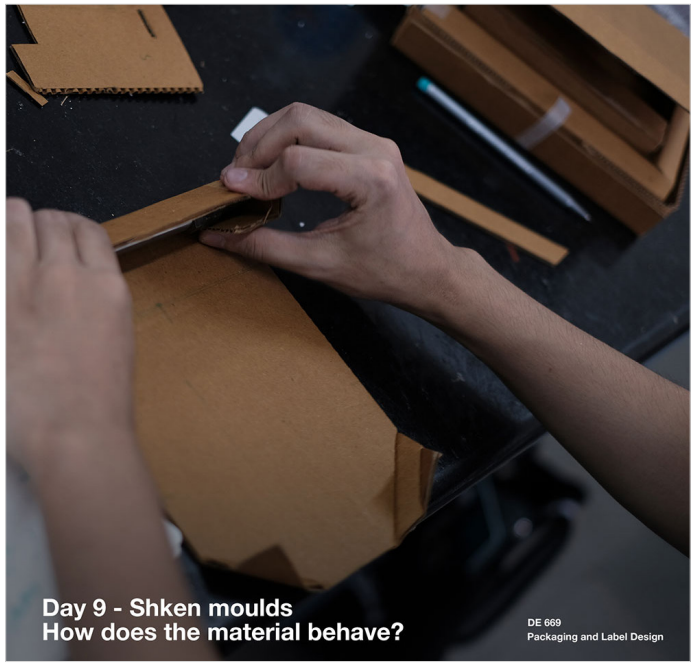

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Exposure Visits

Jayna Packaging

Trikkon Books

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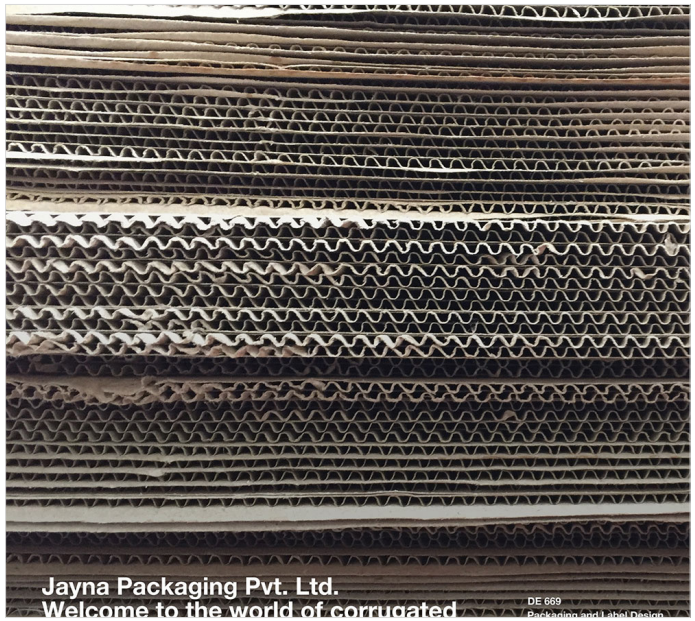
Jayna Packaging



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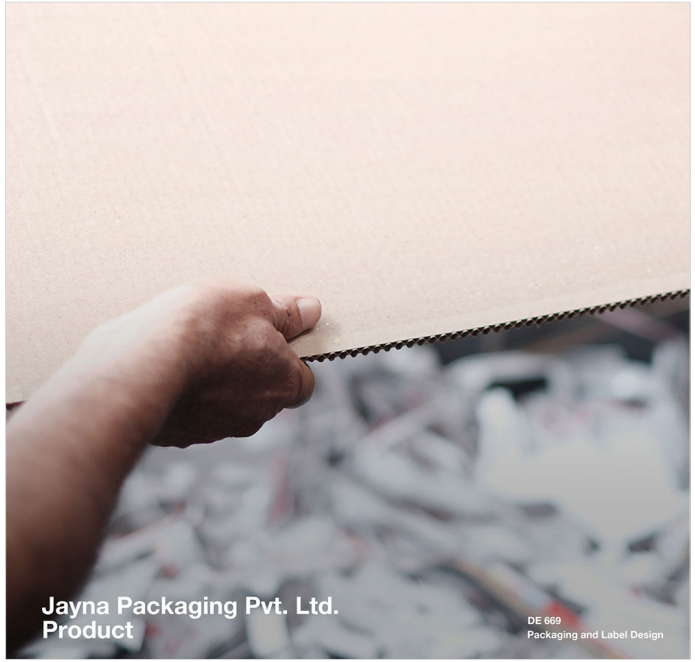

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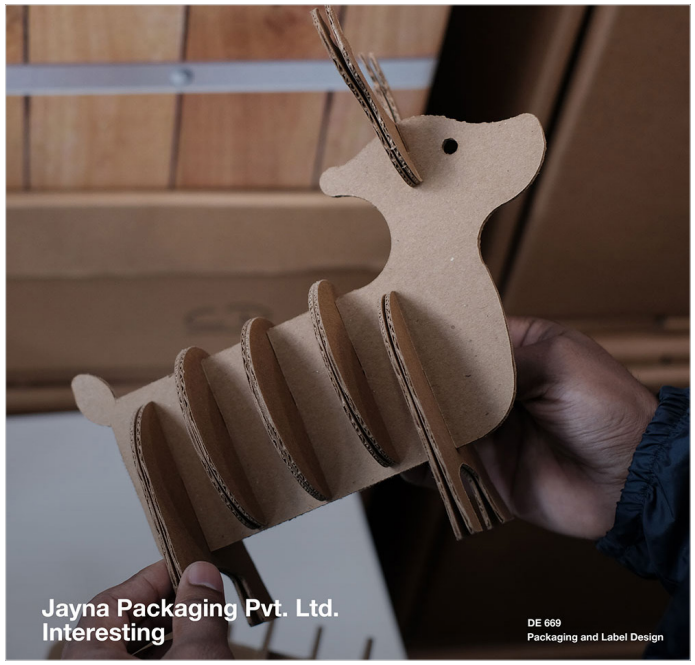

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Trikkon Books

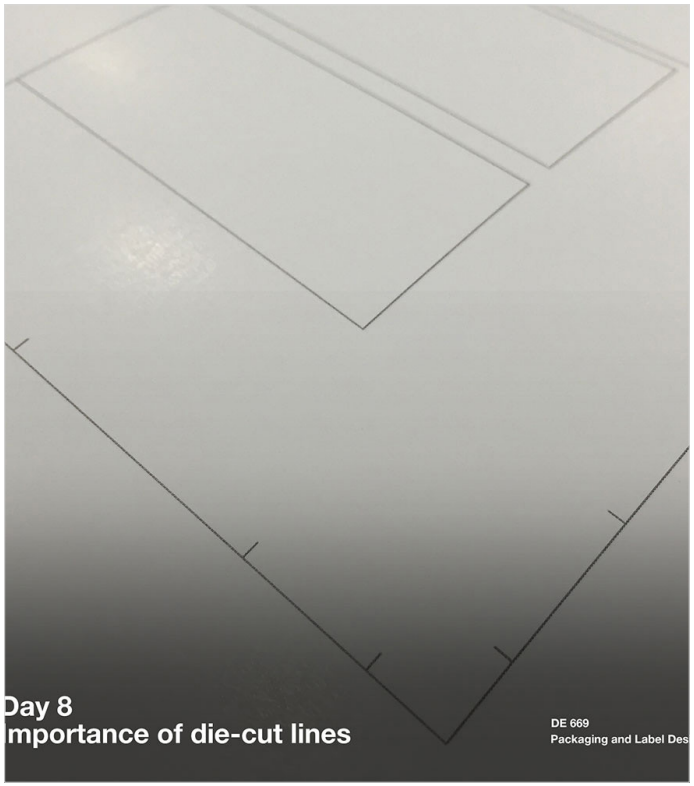
Paresh quoted the following from the book 'From Design Into Print': Preparing Graphics and Text for Professional Printing by Sandee Cohen:

Production:

When in the process of designing a package it is essential that you consult with your printer, binder and possible material suppliers, regarding the technical aspects of producing your design.

Apart from cutting, scoring (creasing), and folding, pay attention to printing bleed requirements and glueing.

Before production, it is strongly recommended that you have a mock-up made, using the final material, with the exact measurements of the final work.



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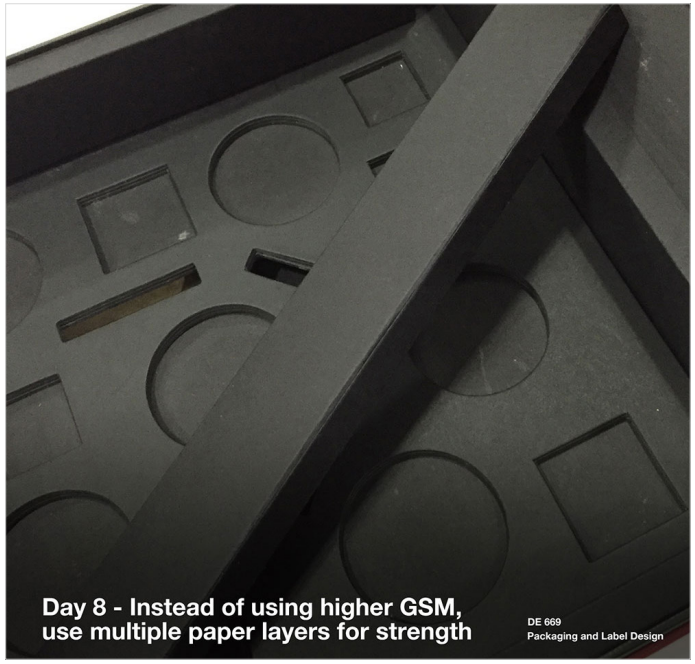

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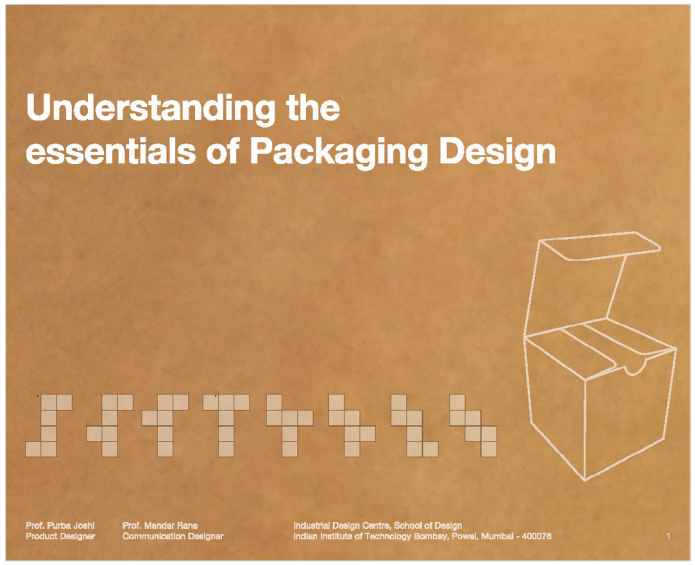
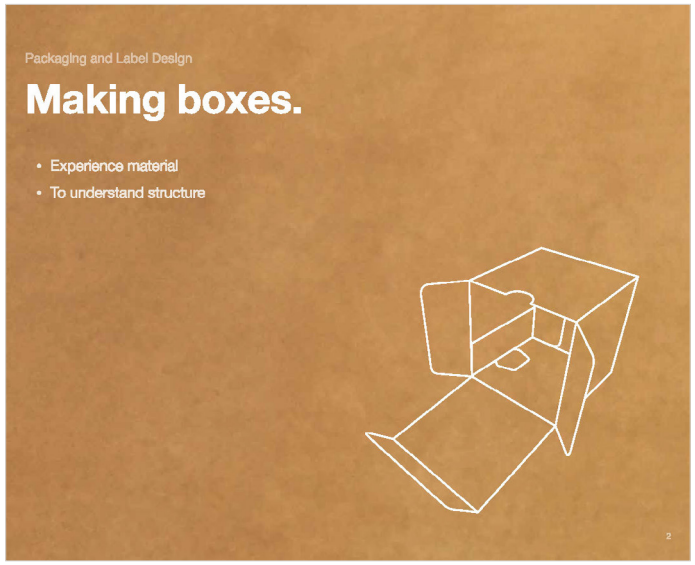
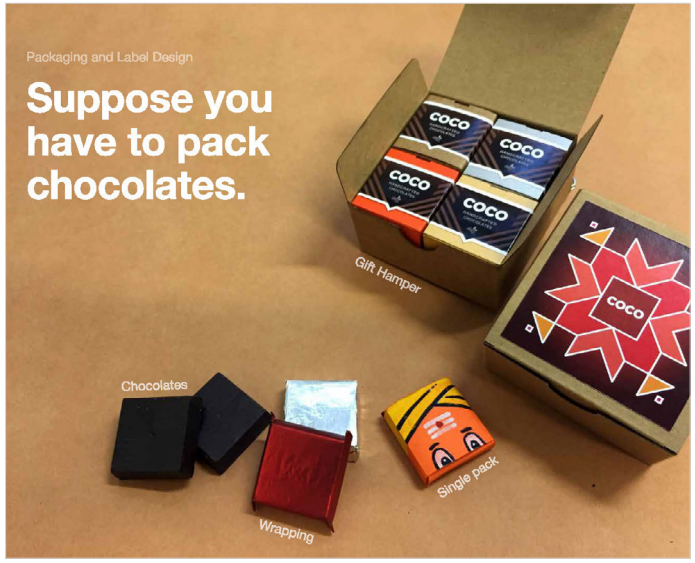
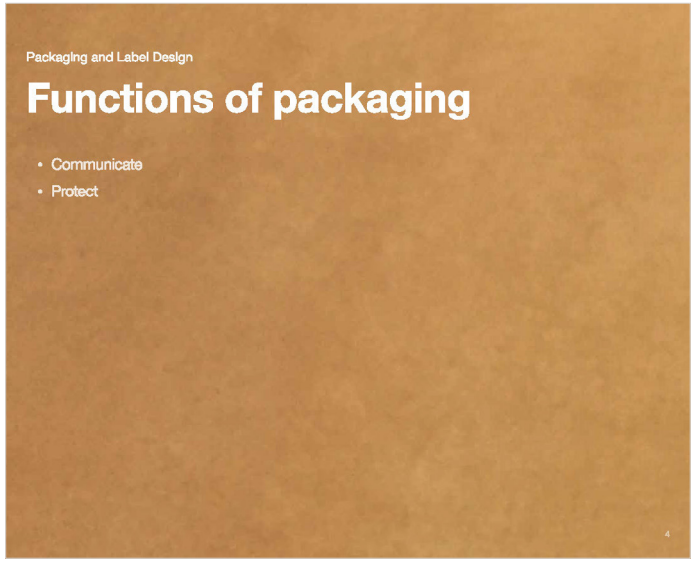
Understanding The Essentials of Packaging Design

Understanding The Essentials of Packaging Design Downloads:
• Packaging and Label Design - pdf


Understanding the essentials of Packaging Design
Prof. Purba Joshi
Product Designer
Prof. Mandar Rane
Communication Designer
Industrial Design Centre, School of Design
Indian Institute of Technology Bombay, Powai, Mumbai - 400076







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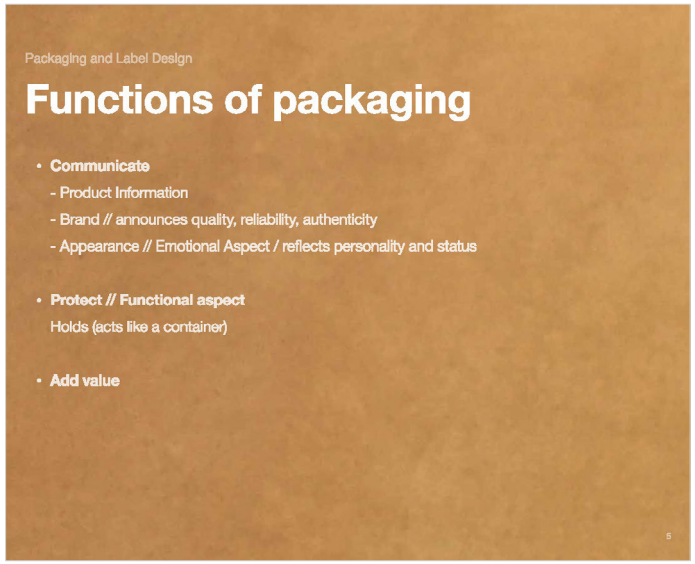
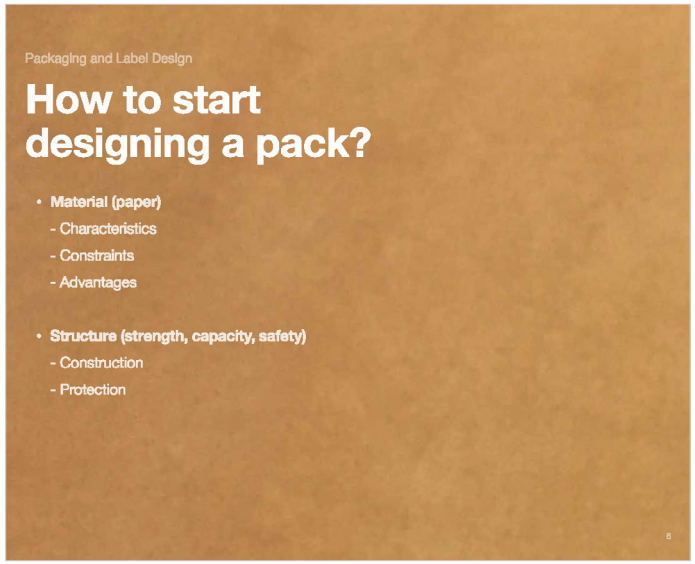
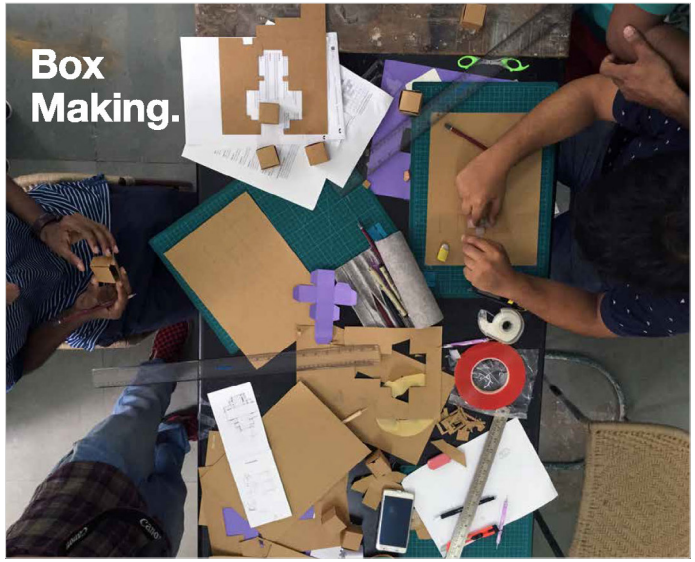

Packaging and Label Design
Functions of packaging
• Communicate
- Product Information
- Brand // announces quality, reliability, authenticity
- Appearance // Emotional Aspect / reflects personality and status
• Protect // Functional aspect
Holds (acts like a container)
• Add value





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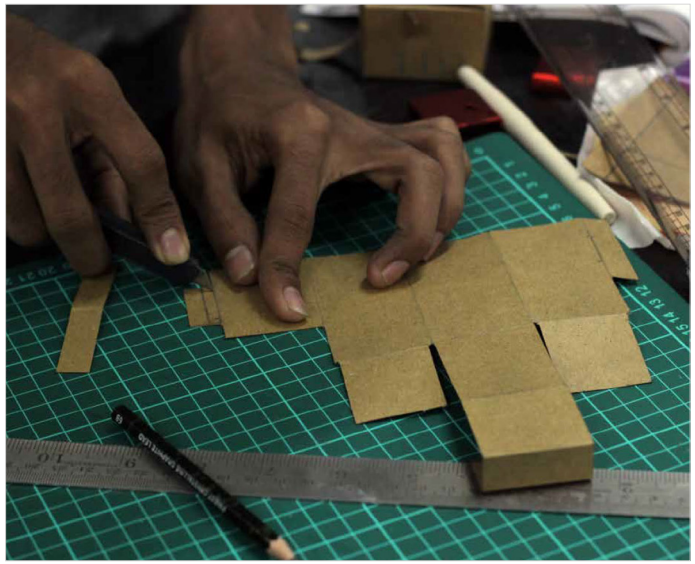

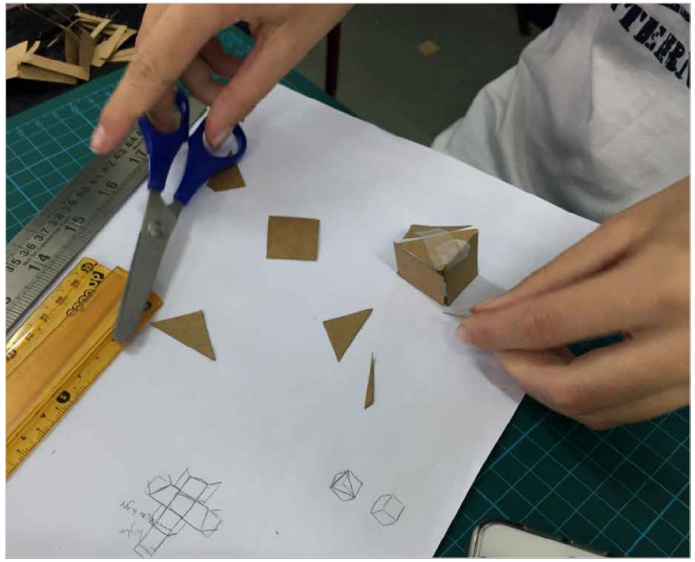

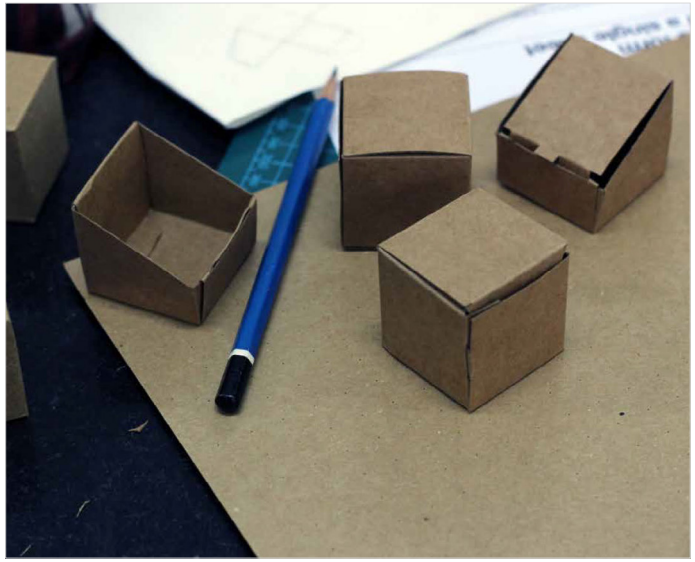

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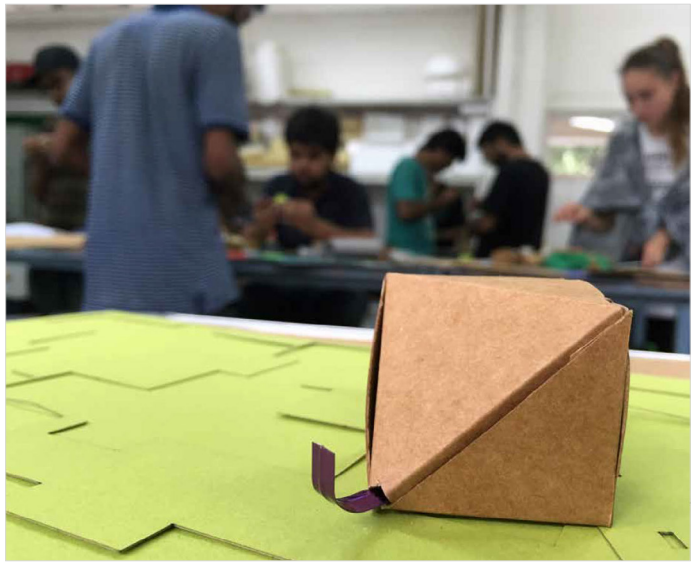

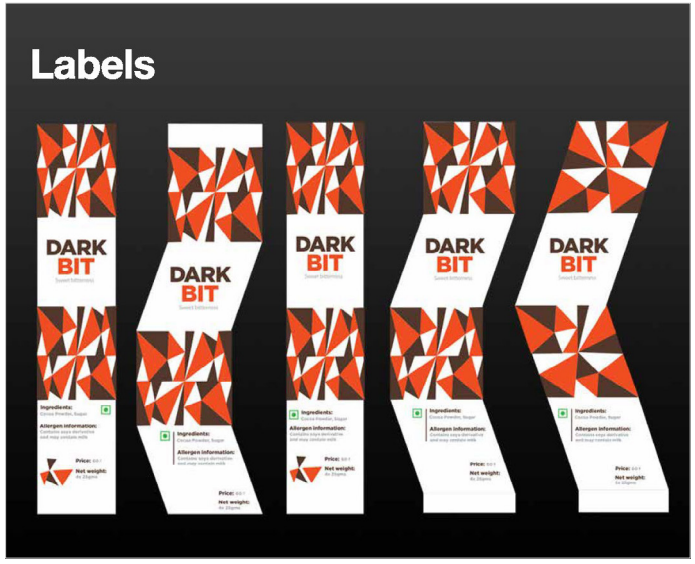

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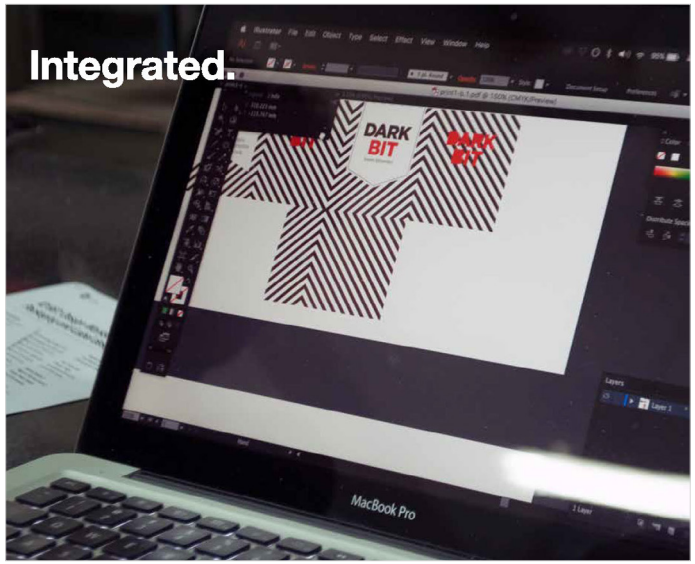

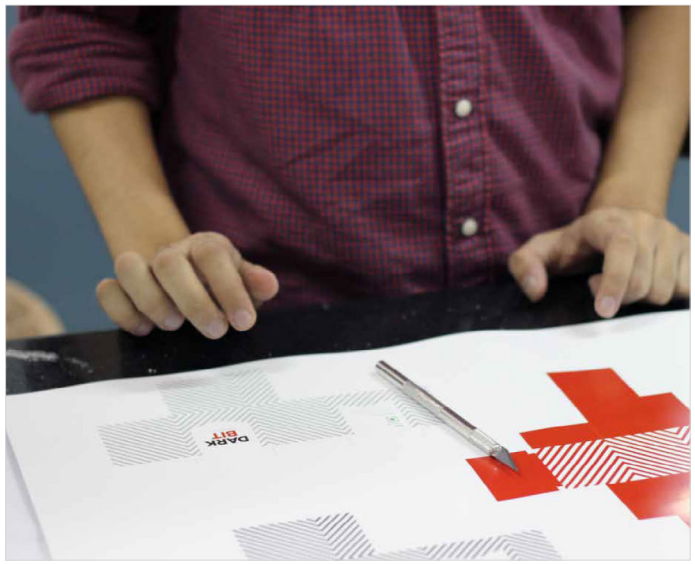

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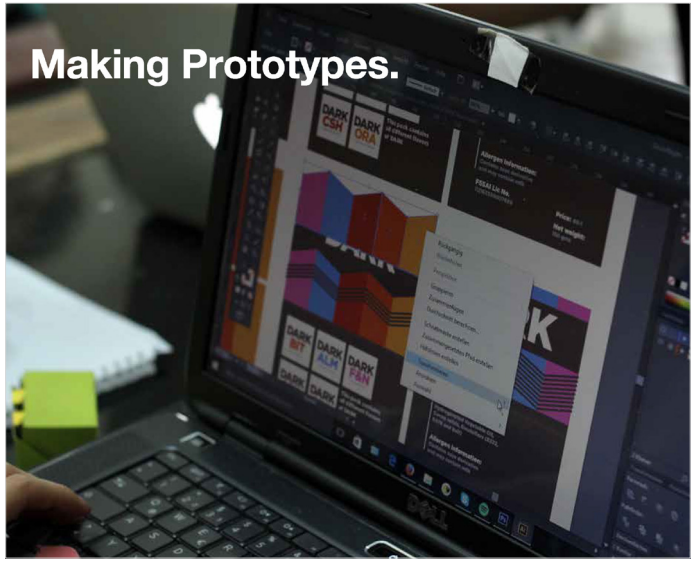

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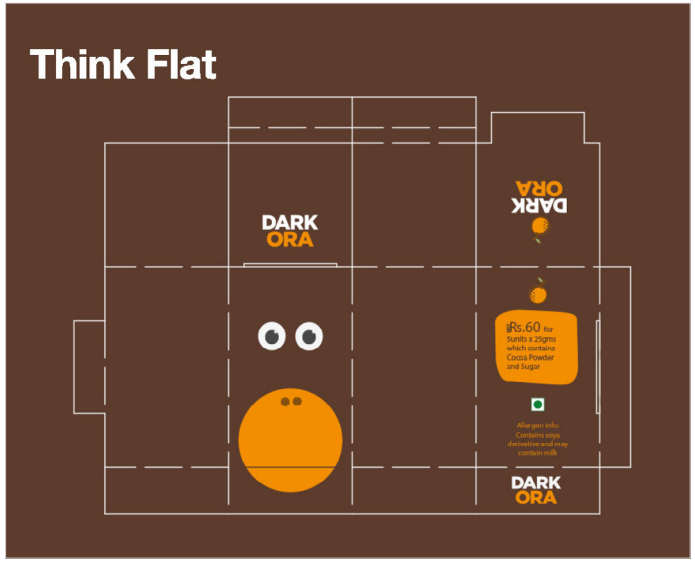

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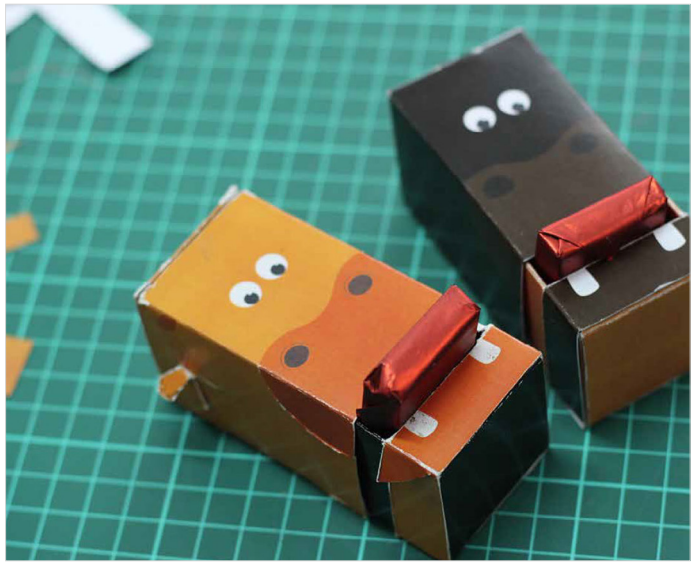

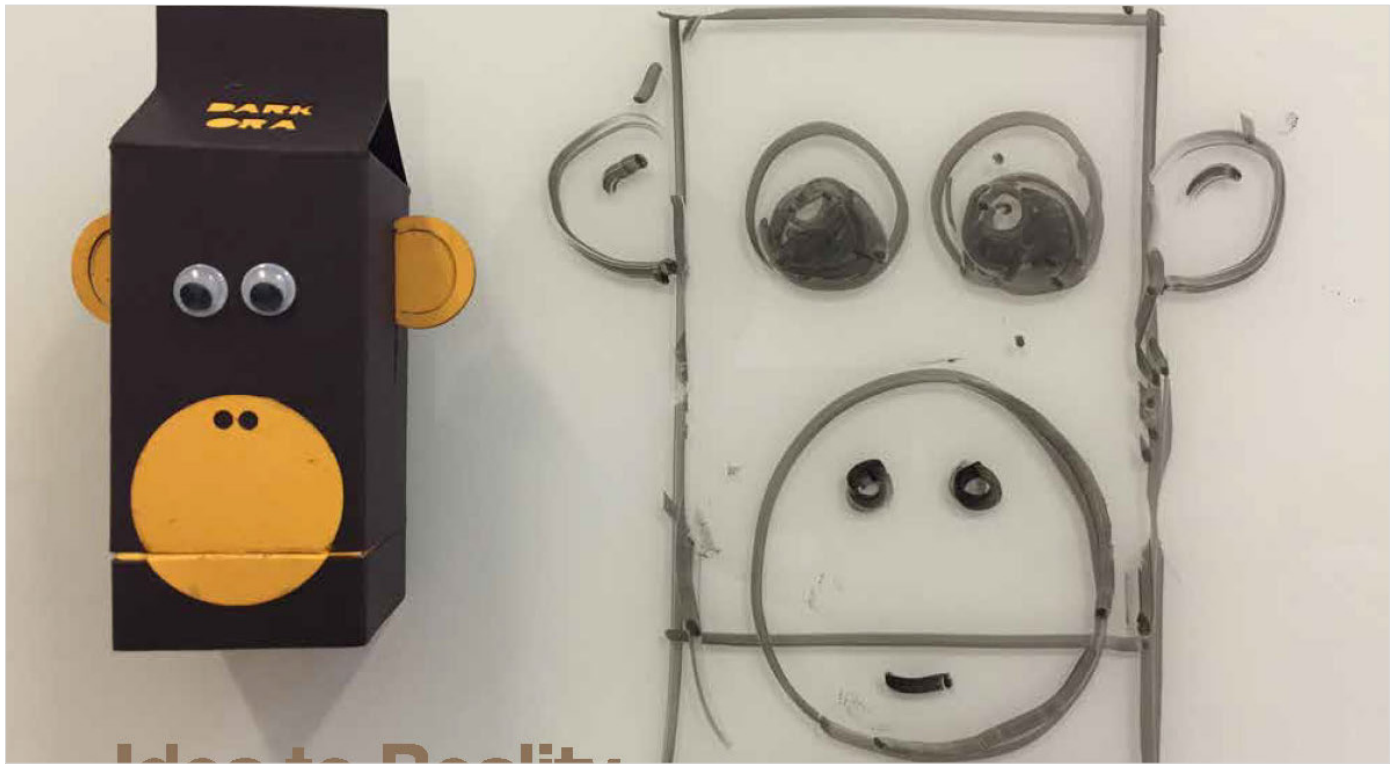

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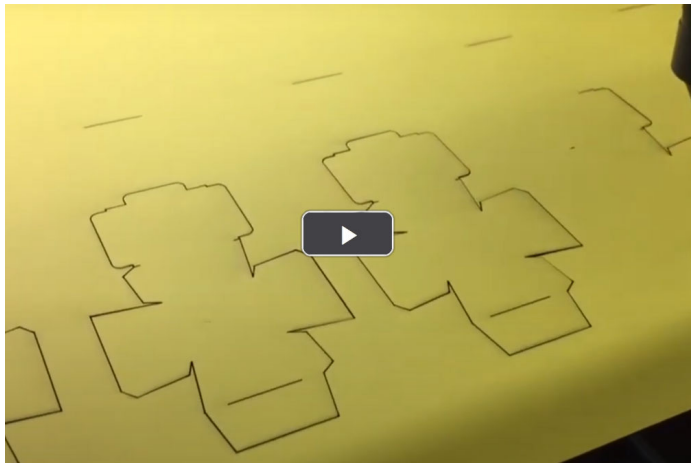
Video

About Packaging Structure

Coco Boxes Screen Printing



Packaging and Label Design - Laser Cutting

Packaging For Mould

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Packaging and Label Design - Paper Lamp

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Contact Details

This documentation was done by Aditi Kulkarni at IDC, IIT Bombay.

You can get in touch with her at helloaditi[at]gmail.com

You can write to the following address regarding suggestions and clarifications:

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IIT Bombay
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Email: dsource.in[at]gmail.com